



The NEW Better Pack® 500 Ink Jet System automatic tape dispenser for simple, secure, professional looking packages

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World's Leading Manufacturer of Water-Activated Tape Dispensers Introduces New Electronic Dispenser with Ink Jet Printing System at Interpack Trade Fair

Summary: Better Packages, Inc., the number-one trusted name in water-activated tape dispensers and carton sealers for more than 90 years, will exhibit at Interpack 2008 in Dusseldorf, Germany from April 24 through April 30, 2008. The new Better Pack 500 Ink Jet System will be introduced to the international packaging community at Interpack Processes and Packaging Trade Fair. The rugged Better Pack 500 tape dispensing machine, introduced in 2006 and offering straightforward operation and one-touch dispensing of reinforced and non-reinforced water-activated tape, is now available with an integrated, high resolution Ink Jet System that enables printing of time and date stamps, logos and other changeable messages directly on the tape as it is dispensed, saving the cost of purchasing pre-printed tape. This new product and other new product developments will be on display in Hall 11, Stand Number G70.

Shelton, CT, April 2008--A new variation of the rugged, reliable and easy-to-use Better Pack 500 automatic water-activated tape dispenser, first introduced by Better Packages, Inc. in 2006, will be on display at Interpack in the Better Packages booth, located in Hall 11, Stand Number G70. The booth will be hosted by Better Packages Authorized Distributor, Hade Heinrich Dornseifer KG. The new **Better Pack 500 Ink Jet System** consists of the Better Pack 500 dispenser with an integrated ink jet printing system designed to deliver 300 dpi, on demand printing of changeable alpha-numeric messages and logos directly on the tape as it is dispensed. Producers and distributors of food, beverages, pharmaceuticals and any product that requires time, date or code stamping, messaging or branding can greatly improve productivity while eliminating the cost of purchasing pre-printed tape.

About the Better Pack 500 Ink Jet System

The Better Pack 500 Ink Jet System can print a one- or two-line message in variable character heights with up to three logos in each message. Up to 99 messages can be stored for frequent and easy changeover. Because the Better Pack 500 Ink Jet System can store and print high resolution logos, it is highly effective in fulfillment operations that are packing and individually shipping several brands. Fulfillment companies can offer their customers the ability to reinforce their brands to the consumer.

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The Better Pack 500 Ink Jet System is a dispenser with steel side-frame construction covered in durable ABS plastic. It is a tabletop workhorse that stands up to rough handling and rugged conditions in most work settings, while maintaining the consistent performance expected from the Better Pack brand. The Ink Jet System, engineered by Digital Design, expands the capabilities of the dispenser and is comprised of components powered by Hewlett Packard, a respected brand for consumer and business printing needs. The Ink Jet printer can be programmed to print at variable speeds with variable character spacing. The ink cartridge system is designed to make changeover simple and eliminate ink spills.

When reinforced water-activated tape, such as BetterSeal Secure® Tape from Better Packages, is applied with the Better Pack 500 Ink Jet System, the end result is a secure, tamper-evident, professional seal with imprinted messages that improve branding, tracking and tracing.

The Better Pack 500 tape dispenser is built for optimal operator and electrical safety and meets or exceeds UL, CE and CSA standards. Standard safety features include a safety interlock switch, which disables the cutting mechanism when the cover is open. In addition, a thermal cutoff switch protects the motor from overheating.

Also on Display at the Interpack Trade Fair

Better Packages case sealers—inline water-activated case sealers that provide security and automation in one package. The case sealers come in a variety of configurations to seal both top and bottom, automatically fold flaps or apply the BP E-Z Pull Tab tear strip. Visit the Better Packages booth to see the most recent developments in WAT case sealing technology.

Better Pack® brand manual tape dispensers, including the Better Pack 333 Plus—Portable and non-electric, the Better Pack 333 Plus is the most popular water-activated tape dispenser in the world. This dispenser is perfect for light to medium volume packaging.

Better Pack® brand high-productivity electronic tape dispensers, including the Better Pack 555e series and Better Pack 500—improve productivity with these rugged, fast, automatic tape dispensers. All Better Pack electronic models are built to meet or exceed UL, CE and CSA standards for operator and electrical safety, so they are easy to operate and safe.

BetterSeal Secure® brand water-activated tape—Better Packages' wide range of professional-grade, environmentally friendly packaging tape is designed to maximize the performance of Better Pack dispensers, protect your shipments and improve your business' image.

Better Packages' Mission

Better Packages' mission is to be recognized as a trusted leader and educator within the global packaging community by providing carton-sealing solutions that are simple, safe and secure. According to CEO and President Philip White, "Interpack is the premier international event for the packaging industry, so it is the appropriate venue for Better Packages to reinforce our track record of excellence in products, distribution and support. Better Packages is continually looking for ways to improve the packaging operations of our global customers. We will continue to invest in our products and distribution network so we can deliver the best possible carton sealing solutions and support to our customers."



BETTER PACKAGES,[®] Inc.

About Better Packages

Better Packages, founded in 1917 and headquartered in Shelton, Connecticut, since 1924, is the world's leading manufacturer of water-activated tape dispensers used for carton sealing. The company also offers case sealers, pressure-sensitive tape dispensers, water-activated tape and a full line of dispenser accessories. Its products are sold and serviced in the United States and in 20 countries worldwide. Its systems are used whenever security, strength, efficiency, sustainability, productivity and a professional image are needed. For more information, please visit our booth at Interpack, Hall 11, Stand Number G70, or our website at www.BetterPackages.com.

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