



MAXWELL CHASE
TECHNOLOGIES, LLC

News Release

MAXWELL CHASE TECHNOLOGIES LAUNCHES NEW “FRUIT POP” POUCHES

Atlanta, Georgia, November 28, 2011 – Maxwell Chase Technologies, a leader in extended shelf life packaging, today announced the launch of their new “Fruit Pop” Pouches. The absorbent pouches are ideal for packing slices of fresh cut Pineapple, Cantaloupe, Watermelons and Honeydew Melons and give over 10 days shelf life.

The “Fruit Pop” Pouches are made with food safe absorbent technology allowing processors to pack ripe and sweet tasting fruit. The customers love the new packaging as they are easy to open, tamper evident and have no messy dripping.

“Customers have been asking for a way to pack single serve fresh cut fruit portions, with extended shelf life and this is the perfect cost effective packaging” said Tom Gautreaux, National Sales Director, Maxwell Chase Technologies.

The new “Fruit Pop” Pouches are ideal for target markets such as kid’s snacks, school lunches and convenience stores. For more information go to:

<http://www.maxwellchase.com/wp-content/uploads/2011/10/Maxwell-Chase-Fruit-Pop-Pouches.pdf>

About Maxwell Chase Technologies LLC

Founded in 1994, Maxwell Chase Technologies specializes in the development and production of packaging and equipment that delivers freshness and extends the shelf life of fresh foods. The company holds several patents that cover its absorbent packaging including pads, trays, retail containers, pouches and machinery slicers. Maxwell Chase has an ongoing commitment to research and development, with particular emphasis on food safety and extension of shelf life. For more information on Maxwell Chase Technologies and its products, visit www.maxwellchase.com.

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