



news release

For Immediate Release
March 17, 2016

Contact:
Don Shook
(702) 260-7600
ds@MMRpr.com

[Click Here for Photos](#)



[Click Here for 1:08 Video](#)



PouchPop™ Re-Launched With Design Improvement

Same Smooth Attachment Provides Infants a Safer Transition to Pouched Foods... And Still Minus the 'Ouch'

LAS VEGAS - - A design improvement to the popular PouchPop™ for young infants has provided a re-introduction into the global marketplace by Performance Packaging of Nevada.

Although the PouchPop was commercially available for six months, the August 2014 official launch was additionally met with widespread excitement by consumers via online purchases of the attachment and followers on social media sites discovering the innovative PouchPop. Shortly thereafter, two PouchPops were found where the material fractured at the curve just above the base. Performance Packaging was not informed as to the age, usage or condition of the PouchPops, but was relieved that no injuries were ever reported. Despite these unknown factors, the company immediately began a voluntary product removal and notified all key companies and agencies involved. Every PouchPop customer was quickly sought out to inform them of the discovery. In addition, notices were posted on www.pouchpop.com and the Performance Packaging website www.pplv.co.

Over the next several months, Performance Packaging worked with a third-party engineering service to determine the root cause and to improve any of the geometrics.

Performance Packaging soon secured a new supplier for the injection molding which produces the PouchPop in an ISO Class 5 Clean Room. Throughout this entire process, Performance Packaging worked in concert and received approvals from the U.S. Consumer Product Safety Commission (CPSC).

Following the successful extensive testing and analysis, the production of the improved PouchPop commenced and is available only in clear at this time via websites such as Amazon.com.

Consumers will find the improved PouchPop continues to prevent a feeding infant from coming into contact with a pouch's hard plastic edges, threads, straws, seals and foil edges. Knowing the PouchPop provides the safety and comfort are assurances for parents and caregivers of young children.

PouchPop is engineered with a clinical and parental understanding of infant and toddler feeding. The PouchPop is only 1¼" high and is designed to securely screw on/off to prevent slippage during self-feeding by the infant. The U.S.-patented PouchPop includes a universal fit and works with any food pouch designed for babies. It is manufactured with premium, hospital-grade silicone that is soft and supple and are also BPA-free and free of phthalates. The universal fit not only makes it easy to use and re-use, but can be conveniently cleaned by hand and is dishwasher-safe. Additionally, PouchPop is pediatric-dentist recommended.

"We are so thankful to have the opportunity to improve the PouchPop which protects the child's delicate mouth from the numerous 'ouch points' on a food pouch," explained Rob Reinders, president of Performance Packaging of Nevada. "PouchPop is not just an attachment: it's an investment in a child's safety and comfort. We *really* believe the design provides a smooth transition from bottle feeding to the nutritious solid foods provided in today's modern pouches."

The ingenuity and comfort of PouchPop has also captured the attention of the medical community, including the Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN). PouchPop will be shown in AWHONN's quarterly magazine and on-line at their magazine *Healthy Mom&Baby* website at www.health4mom.org. PouchPop also was a proud sponsor of the annual 2015 AWHONN convention in Long Beach, Calif.

About Performance Packaging of Nevada

Founded in 1995, Performance Packaging offers a "one stop shop" solution supplying a wide range of flexible packaging including: rollstock films (demetalized, retort, IMS films for dairy, frozen, microwaveable and 100% recyclable), pre-made pouches, stand-up pouches and bags with zippers or spouts and caps.

To complement the packaging, the company offers standard and customized filling and packaging equipment lines as well as contract packing services for both dry and liquid foods. Capabilities include high- and low-acid and alcohol-based products, in non-spouted and spouted pouches using cold-fill, hot-fill or retort processing.

Performance Packaging's innovations can be found on products from such diverse companies as Russell Stover Candies Inc., RW Garcia, Tom Clark Confections Inc. and Baby Gourmet Foods Inc. The company's motto is *"Your single source for ALL of your packaging needs."* For more information, please visit <http://www.pplv.co>

#

Company Contact:

Camelle Reyes
Customer Service Manager
Performance Packaging of Nevada
6430 Medical Center Street, #102
Las Vegas, Nevada 89148
(702) 240-3457
Fax: (702) 240-3453
cameller@pplv.co
www.pplv.co

Media Contact:

Don Shook
MERIT Media Relations LLC
3375 E. Tompkins Avenue, #153
Las Vegas, Nevada 89121
(702) 260-7600
ds@MMRpr.com
www.MMRpr.com