History
Founded in 1948, De Luxe has been a major player and stakeholder in the area of paper product manufacturing and converting. Since the beginning, we are committed to providing our customers with the highest quality, the best service, and the most flexibility they require and expect in today’s market. Due to our experience and leading edge equipment, we are able to process and print a wide variety of large and/or small jobs. Also, through expertise and continuous training, we have obtained the HACCP certification and are FSC certified.

To this day De Luxe Group counts over 300 employees and is now a major converter of paper, foil and plastic products. Our diverse product mix is utilized in most segments of today’s business world (i.e. Food Service, Grocery, Butchers, Bakeries and the Retail trade). We also produce custom products for the Industrial and Flexible/Food Processing markets across Canada and the U.S.A. Our modernized plants and distribution centers are conveniently located in Montreal, Toronto and Saugerties (NY).

Sustainability
De Luxe Group has also been at the forefront in bringing sustainable packaging choices to the industry. We believe sustainability is an ongoing journey of continuous improvement and evolvement. This approach propels us to constantly enhance our sustainable practices and products through eco-centered technologies, innovations and solutions that meet our sustainability goals and those of our clients.

As members of the Sustainable Packaging Coalition, we support a common vision of attaining a true closed-loop system for all packaging that promotes positive economic and environmental outcomes. Part of this vision is ensuring that our sustainable packaging is affordable today in order to make a more significant and lasting impact on the environment for the future.

We make it easy for you to consolidate your flexible foodservice packaging purchases to one source.
- Broad base of converting capabilities
- Industry leading graphics capabilities
- Innovative specialty packaging solutions
- Wide variety of stock products

Headquartered in Montreal East, Quebec, our manufacturing and distribution platform includes:
- 3 plants with over 300 employees
- Unique ability to produce products at multiple locations
ToGo! Deli Packaging Product Guide Index

ToGo! Deli Sandwich Packaging
5 The Evolution of Deli Sandwich Packaging
6 DublView® ToGo! Deli Bags

ToGo! Hot Meal Packaging
9 Deli Packaging Closure Instructions
10 EcoCraft® ToGo! Hot Meal Window Packaging
10 EcoCraft® ToGo! Hot Meal Packaging
11 ToGo! Hot Meal Trays & Liners
11 ToGo! Foil Insulated Packaging
14 Fresh ToGo! Window Pizza Packaging

Benefits of Flexible Packaging
9 Innovation: Insulated Carryout Packaging
12 Innovation: Rigid Plastic vs. Flexible Paper
16 ToGo! Product Application Suggestions
17 A Perfect Marriage: Flexible Paper & Paperboard Trays
18 Why EcoCraft® Products?
19 Natural Advantages of EcoCraft®

Custom Converting & Printing Capabilities (Back Cover)

www.deluxepackaging.com
- Review updated stock product information
- Learn more about sustainability
- Download our brochures and catalogs
- Find out about new promotions and offers
- Access the #1 flexible foodservice packaging resource

For more information about our custom converting and graphic capabilities, find your local representative at sales@deluxegrp.com

NOVOLEX’s™ values are based in the traditions of all of our brands and present you with the industry’s foremost in packaging choice and sustainability. NOVOLEX’s™ mission is to continue the tradition of leadership established by our brands, and to create new value and synergies by providing you with an industry-leading packaging expert that covers the full spectrum of your operations. NOVOLEX’s™ family of packaging brands will create new value and synergies by covering the full spectrum of retailer and institutional companies packaging requirements.

To learn the more about the NOVOLEX™ family of historic packaging brands visit novolex.com.
Deli Sandwich Packaging
The Evolution of Deli Sandwich Packaging:

"Get 'er Done Era"  "Stack 'em Up Era"  "The Renaissance Era"

Flexible Plastic Wrap
- Bread may become soggy with excess moisture
- May limit the fresh appearance of ingredients
- Institutional appearance
- Limited branding potential

Rigid Plastic Packaging
- Visibility is often focused on bread
- No printable surface for branding or adding merchandising appeal
- Labels or brand stickers can limit visibility of ingredients
- Institutional appearance

DublView® ToGo! Deli Bags
- Promotes fresh, homemade appearance
- Side view visibility drives impulse sales
- Anti-fog film provides clear visibility in the hot or cold case
- Heat sealable for extended product shelf life
- Large printable paper surface for brand and merchandising appeal

Bag & Tray* Loading Instructions

1. Place sandwich onto tray
2. Slide sandwich and tray into bag
3. Close and seal bag

Place sandwiches on display—you’re ready to sell!

*Support tray offered with 300097, 300098, and 300099 only

Contact your local representative at: sales@deluxegrp.com
A Handmade Sandwich Deserves an Artisan Package

Our innovative DublView® design accommodates a wide variety of deli sandwiches.

300094 – Versatile Bag for Large Square & Round Sandwiches
300093 – Versatile Bag for Medium Square & Round Sandwiches
300097 – Versatile Bag with Support Tray for a Half Size: Sub, Square, Round, & Stacked Wedge
300098 – Full Size Bag with Support Tray for a 12” Sub
DublView® ToGo! Deli Bags

- Improve your fresh and homemade image
- Full-view visibility from the side drives impulse sales
- Perfect for the cold merchandising case

<table>
<thead>
<tr>
<th>Item #</th>
<th>UPC #</th>
<th>Description</th>
<th>Sandwich Size Application</th>
<th>Dimensions</th>
<th>Case Pack</th>
<th>Case Weight</th>
<th>Case Cube</th>
<th>Cases/Pallet</th>
</tr>
</thead>
<tbody>
<tr>
<td>300050</td>
<td>10072181000503</td>
<td>DublView® ToGo! Baguette Deli Bag Natural Baguette</td>
<td>Half Baguette</td>
<td>3 1/4 x 2 x 10 1/4</td>
<td>500</td>
<td>6#</td>
<td>0.70</td>
<td>60</td>
</tr>
<tr>
<td>300058</td>
<td>10072181000589</td>
<td>DublView® ToGo! Baguette Deli Bag Natural Baguette</td>
<td>Full Baguette</td>
<td>3 1/4 x 2 x 15 1/4</td>
<td>500</td>
<td>9#</td>
<td>0.84</td>
<td>45</td>
</tr>
<tr>
<td>300080</td>
<td>10072181000800</td>
<td>DublView® ToGo! Deli Bag Natural</td>
<td>Half Size: Sub, Round &amp; Square</td>
<td>3 1/2 x 2 1/4 x 10 3/4</td>
<td>500</td>
<td>8#</td>
<td>0.70</td>
<td>60</td>
</tr>
<tr>
<td>300082</td>
<td>10072181000824</td>
<td>DublView® ToGo! Deli Bag White</td>
<td>Half Size: Sub, Round &amp; Square</td>
<td>3 1/2 x 2 1/4 x 10 3/4</td>
<td>500</td>
<td>8#</td>
<td>0.70</td>
<td>60</td>
</tr>
<tr>
<td>300090</td>
<td>10072181000909</td>
<td>DublView® ToGo! Deli Bag Natural</td>
<td>Half Size: Sub, Round &amp; Square</td>
<td>4 1/4 x 2 3/4 x 11 3/4</td>
<td>500</td>
<td>11#</td>
<td>1.10</td>
<td>45</td>
</tr>
<tr>
<td>300092</td>
<td>10072181000923</td>
<td>DublView® ToGo! Deli Bag White</td>
<td>Half Size: Sub, Round &amp; Square</td>
<td>4 1/4 x 2 3/4 x 11 3/4</td>
<td>500</td>
<td>11#</td>
<td>1.10</td>
<td>45</td>
</tr>
<tr>
<td>300093</td>
<td>10072181000930</td>
<td>DublView® ToGo! Deli Bag Natural</td>
<td>Medium Round &amp; Square</td>
<td>4 1/2 x 2 1/2 x 8 1/2</td>
<td>500</td>
<td>8#</td>
<td>0.82</td>
<td>60</td>
</tr>
<tr>
<td>300094</td>
<td>10072181000947</td>
<td>DublView® ToGo! Deli Bag Natural</td>
<td>Large Round &amp; Square</td>
<td>5 3/4 x 2 3/4 x 9 1/2</td>
<td>500</td>
<td>9#</td>
<td>1.01</td>
<td>45</td>
</tr>
<tr>
<td>300096</td>
<td>10072181000961</td>
<td>DublView® ToGo! Deli Bag Natural</td>
<td>Full Size: 12” Sub</td>
<td>4 1/4 x 2 3/4 x 16 1/2</td>
<td>500</td>
<td>12#</td>
<td>1.01</td>
<td>45</td>
</tr>
</tbody>
</table>

DublView® ToGo! Deli Bags with Trays

- Paperboard loading trays provide added package support for demanding applications

<table>
<thead>
<tr>
<th>Item #</th>
<th>UPC #</th>
<th>Description</th>
<th>Sandwich Size Application</th>
<th>Dimensions</th>
<th>Case Pack</th>
<th>Case Weight</th>
<th>Case Cube</th>
<th>Cases/Pallet</th>
</tr>
</thead>
<tbody>
<tr>
<td>300097</td>
<td>100721810000978</td>
<td>DublView® ToGo! Deli Bag w/Tray</td>
<td>Half Size: Sub, Round &amp; Square</td>
<td>4 1/4 x 2 3/4 x 11 3/4</td>
<td>250</td>
<td>8#</td>
<td>0.82</td>
<td>50</td>
</tr>
<tr>
<td>300098</td>
<td>10072181000985</td>
<td>DublView® ToGo! Deli Bag w/Tray</td>
<td>Full Size: 12” Sub</td>
<td>4 1/4 x 2 3/4 x 16 1/2</td>
<td>250</td>
<td>13#</td>
<td>1.01</td>
<td>45</td>
</tr>
<tr>
<td>300099</td>
<td>10072181000992</td>
<td>DublView® ToGo! Deli Bag w/Tray</td>
<td>Large Sandwich</td>
<td>5 3/4 x 2 3/4 x 10 1/2</td>
<td>250</td>
<td>6#</td>
<td>0.82</td>
<td>45</td>
</tr>
</tbody>
</table>
Deli Packaging Closure Instructions

SAFETY TIP REMINDER: Check shelf temperature with infrared gun for minimum 180°F.

PREPARATION AREA: Attach price sticker and open the bags. Place liners in trays and stack to save space for easy loading.

1. Remove from spit and rest at least 1 minute to retain heat. Use tongs to place chicken in the lined tray.

2. Load tray with the chicken into the bag at a 45° angle.

3. Window facing you, fold the top 1” of the bag and crease the fold.

4. Peal the tac seal sticker from the bag.

5. Fold the top 1” of the bag again to seal the bag closed.

6. Use vents to insert the thermometer for monitoring internal temperature.

7. Load The Warming Unit. You’re Ready To Sell!

Contact your local representative at: sales@deluxegrp.com
EcoCraft® ToGo! Hot Meal Packaging

ToGo! Hot Meal Window Packaging

- Clear anti-fog windows maximize visibility and impulse sales
- Significantly more sustainable than rigid plastic containers
- Innovative ventilation system keeps food flavorful and crispy
- Grease resistant, high barrier paper provides stain protection

<table>
<thead>
<tr>
<th>Item #</th>
<th>UPC #</th>
<th>Description</th>
<th>Dimensions</th>
<th>Case Pack</th>
<th>Case Weight</th>
<th>Case Cube</th>
<th>Cases/Pallet</th>
</tr>
</thead>
<tbody>
<tr>
<td>300787</td>
<td>10072181007878</td>
<td>EcoCraft® Fresh To Go! Window Deli Bag with Vents Tac Seal</td>
<td>8 1/4 x 5 1/4 x 8 3/4</td>
<td>250</td>
<td>15.5#</td>
<td>1.01</td>
<td>30</td>
</tr>
<tr>
<td>300788</td>
<td>10072181007885</td>
<td>EcoCraft® Fresh To Go! Window Deli Bag with Vents Tac Seal</td>
<td>8 1/4 x 5 1/4 x 9 3/4</td>
<td>250</td>
<td>16#</td>
<td>1.11</td>
<td>30</td>
</tr>
<tr>
<td>300767</td>
<td>10072181007670</td>
<td>EcoCraft® Window Deli Bag with Vents Tac Seal Deli Bistro ToGo!</td>
<td>8 1/4 x 5 1/4 x 9 3/4</td>
<td>250</td>
<td>16#</td>
<td>1.11</td>
<td>30</td>
</tr>
<tr>
<td>300791</td>
<td>10072181007915</td>
<td>EcoCraft® Fresh To Go! Window Deli Bag 4lb with Vents</td>
<td>5 x 3 x 9 5/8</td>
<td>500</td>
<td>14#</td>
<td>0.82</td>
<td>50</td>
</tr>
<tr>
<td>300768</td>
<td>10072181007687</td>
<td>EcoCraft® Window Deli Bag 4lb with Vents Deli Bistro ToGo!</td>
<td>5 x 3 x 9 5/8</td>
<td>500</td>
<td>14#</td>
<td>0.82</td>
<td>50</td>
</tr>
<tr>
<td>300792</td>
<td>10072181007922</td>
<td>EcoCraft® Fresh To Go! Window Deli Bag 8lb with Vents</td>
<td>6 x 4 1/2 x 11 1/2</td>
<td>500</td>
<td>21#</td>
<td>1.29</td>
<td>35</td>
</tr>
</tbody>
</table>

ToGo! Hot Meal Packaging

- Breathable paper and ventilation keeps fried food crispy and flavorful
- Grease proof and moisture resistant paper provides superior stain protection
- Significantly more sustainable than rigid plastic containers

<table>
<thead>
<tr>
<th>Item #</th>
<th>UPC #</th>
<th>Description</th>
<th>Dimensions</th>
<th>Case Pack</th>
<th>Case Weight</th>
<th>Case Cube</th>
<th>Cases/Pallet</th>
</tr>
</thead>
<tbody>
<tr>
<td>300793</td>
<td>10072181007939</td>
<td>EcoCraft® Fresh To Go! Deli Bag 4lb with Vents</td>
<td>5 x 3 1/8 x 9 11/16</td>
<td>500</td>
<td>12#</td>
<td>0.82</td>
<td>50</td>
</tr>
<tr>
<td>300766</td>
<td>10072181007663</td>
<td>EcoCraft® Deli Bag 4lb with Vents Deli Bistro ToGo!</td>
<td>5 x 3 1/8 x 9 11/16</td>
<td>500</td>
<td>12#</td>
<td>0.82</td>
<td>50</td>
</tr>
<tr>
<td>300794</td>
<td>10072181007946</td>
<td>EcoCraft® Fresh To Go! Deli Bag 8lb with vents</td>
<td>6 1/8 x 4 x 12 3/8</td>
<td>500</td>
<td>19.5#</td>
<td>1.29</td>
<td>35</td>
</tr>
</tbody>
</table>
ToGo! Hot Meal Trays & Liners

**ToGo! Hot Meal Food Trays**
- Unbleached trays reduce raw material waste by 20%
- High-quality construction holds up to the most demanding applications
- Coated with a moisture and grease proof barrier for superior performance

<table>
<thead>
<tr>
<th>Item #</th>
<th>UPC</th>
<th>Description</th>
<th>Dimensions</th>
<th>Case Pack</th>
<th>Case Weight</th>
<th>Case Cube</th>
<th>Cases/Pallet</th>
</tr>
</thead>
<tbody>
<tr>
<td>300694</td>
<td>10072181006949</td>
<td>EcoCraft® 1/4lb Food Tray</td>
<td>1/4lb</td>
<td>1M</td>
<td>8#</td>
<td>0.70</td>
<td>105</td>
</tr>
<tr>
<td>300695</td>
<td>10072181006956</td>
<td>EcoCraft® 1/2lb Food Tray</td>
<td>1/2lb</td>
<td>1M</td>
<td>13#</td>
<td>0.88</td>
<td>60</td>
</tr>
<tr>
<td>300696</td>
<td>10072181006963</td>
<td>EcoCraft® 1lb Food Tray</td>
<td>1lb</td>
<td>1M</td>
<td>15#</td>
<td>1.19</td>
<td>60</td>
</tr>
<tr>
<td>300697</td>
<td>10072181006970</td>
<td>EcoCraft® 2lb Food Tray</td>
<td>2lb</td>
<td>1M</td>
<td>16.5#</td>
<td>1.36</td>
<td>36</td>
</tr>
<tr>
<td>300698</td>
<td>10072181006987</td>
<td>EcoCraft® 2 1/2lb Food Tray</td>
<td>2 1/2lb</td>
<td>500</td>
<td>13#</td>
<td>1.20</td>
<td>36</td>
</tr>
<tr>
<td>300699</td>
<td>10072181006994</td>
<td>EcoCraft® 3lb Food Tray</td>
<td>3lb</td>
<td>500</td>
<td>18#</td>
<td>0.85</td>
<td>55</td>
</tr>
<tr>
<td>300700</td>
<td>10072181007007</td>
<td>EcoCraft® 5lb Food Tray</td>
<td>5lb</td>
<td>500</td>
<td>18#</td>
<td>1.24</td>
<td>36</td>
</tr>
<tr>
<td>340130</td>
<td>0 00 69356 18088 0</td>
<td>Hot Dog Tray- Boat 610740</td>
<td>3 1/2 x 1 x 8</td>
<td>6@500</td>
<td>15#</td>
<td></td>
<td>36</td>
</tr>
</tbody>
</table>

**ToGo! Deli Tray Liners**
- Combines superior performance with a professional-grade look and feel
- Excellent grease and moisture protection for demanding applications
- Tray liners offer grease protection and absorbency for fried food applications

<table>
<thead>
<tr>
<th>Item #</th>
<th>UPC</th>
<th>Description</th>
<th>Dimensions</th>
<th>Case Pack</th>
<th>Case Weight</th>
<th>Case Cube</th>
<th>Cases/Pallet</th>
</tr>
</thead>
<tbody>
<tr>
<td>300384</td>
<td>10072181003849</td>
<td>EcoCraft® Paper/Paper 2ply Insulated Tray Liner Natural</td>
<td>6 x 9</td>
<td>4@250</td>
<td>7#</td>
<td>0.14</td>
<td>364</td>
</tr>
</tbody>
</table>

**ToGo! Foil Insulated Packaging**

**ToGo! Foil Insulated Bags**
- Excellent heat and cold retention during transport
- Superior grease and moisture protection
- Cost-effective alternative to rigid paperboard and plastic containers

<table>
<thead>
<tr>
<th>Item #</th>
<th>UPC</th>
<th>Description</th>
<th>Dimensions</th>
<th>Case Pack</th>
<th>Case Weight</th>
<th>Case Cube</th>
<th>Cases/Pallet</th>
</tr>
</thead>
<tbody>
<tr>
<td>690108</td>
<td>0 00 69356 02850 2</td>
<td>Foil BBQ Bags Plain</td>
<td>5 1/4 x 3 1/2 x 12</td>
<td>500</td>
<td>13#</td>
<td>0.42</td>
<td>84</td>
</tr>
<tr>
<td>690110</td>
<td>0 00 69356 02852 6</td>
<td>Foil BBQ Bags Printed</td>
<td>5 1/4 x 3 1/2 x 12</td>
<td>500</td>
<td>13#</td>
<td>0.42</td>
<td>84</td>
</tr>
<tr>
<td>690126</td>
<td>0 00 69356 02865 6</td>
<td>Foil BBQ Bag Reverse Printed</td>
<td>5 1/4 x 3 1/2 x 12</td>
<td>500</td>
<td>13#</td>
<td>0.42</td>
<td>84</td>
</tr>
<tr>
<td>690114</td>
<td>0 00 69356 02853 3</td>
<td>Foil Giant BBQ Bag Printed</td>
<td>6 1/2 x 3 3/4 x 14</td>
<td>500</td>
<td>21#</td>
<td>0.85</td>
<td>45</td>
</tr>
</tbody>
</table>

Contact your local representative at: sales@deluxegrp.com
A Closer Look Into The Innovation:

**Fogged visibility** through plastic dome and blocked visibility from sleeves may reduce product-quality inspection, which can reduce impulse sales.

**Sauna effect** causes food to continue cooking, resulting in less flavorful food due to hot juice and moisture pooling at the bottom of the base tray.

(Beaker contains juice collected from the food tray after 4 hours in a heated merchandising case)

---

**RIGID PLASTIC PACKAGING**

**Rigid Plastic Deli Packaging**

- Fogged visibility through plastic dome and blocked visibility from sleeves may reduce impulse sales.
- Takes up extra space in refrigerator when storing leftovers and in kitchen wastebasket when disposed.
- Plastic dome lid and base tray must be sealed correctly to avoid messy spills during transit.
- Requires carry sleeves or handles for safer portability.
- Rigid plastic containers require extra space in storage and in transit.
FLEXIBLE PAPER PACKAGING

ToGo! Hot Meal Deli Packaging

- Grab-and-go package design eliminates the extra cost of paperboard sleeves
- High-tech grease and moisture resistant paper provides superior stain protection
- Maintains safe food temperatures at the required hot case temperatures
- Rotisserie chicken applications require a food tray for support
- Significantly more sustainable than rigid plastic containers

Contact your local representative at: sales@deluxegrp.com
ToGo! Pizza Packaging
ToGo! Pizza Packaging

Fresh ToGo! Window Pizza Bag & Tray

- Convenient “Combo Pack” case – with 250 trays and bags
- Natural EcoCraft® bag provides artisan “homemade” image
- Grease resistant package fits 7” round pizzas and 6” square slices
- Hybrid bag & tray design provides rigidity for additional protection
- Superior window visibility for easy product identification on display

<table>
<thead>
<tr>
<th>Item #</th>
<th>UPC #</th>
<th>Description</th>
<th>Dimensions</th>
<th>Case Pack</th>
<th>Case Weight</th>
<th>Case Cube</th>
<th>Cases/ Pallet</th>
</tr>
</thead>
<tbody>
<tr>
<td>300306</td>
<td>10072181003061</td>
<td>Pizza Bag w/Window &amp; Tray “Fresh TO GO!”</td>
<td>7 1/2 x 2 x 11</td>
<td>250</td>
<td>17#</td>
<td>1.29</td>
<td>35</td>
</tr>
<tr>
<td>300304</td>
<td>10072181003047</td>
<td>EcoCraft® Pizza Bag w/Window &amp; Tray ToGo!</td>
<td>7 1/2 x 2 x 11</td>
<td>250</td>
<td>17#</td>
<td>1.31</td>
<td>32</td>
</tr>
</tbody>
</table>

Contact your local representative at: sales@deluxegrp.com
ToGo! Product Application Suggestions

**Footlong Sandwich**
- Window Packaging
  - 300098 (NK w/Tray)
  - 300096 (NK w/out Tray)
  - 300058 (NK w/out Tray)

**Half Sandwich**
- Window Packaging
  - 300097 (NK w/Tray)
  - 300090 (NK w/out Tray)
  - 300092 (White w/out Tray)
  - 300082 (White w/out Tray)
  - 300080 (NK w/out Tray)
  - 300050 (NK w/out Tray)

**Round & Square Sandwich**
- Window Packaging
  - 300093 (NK w/out Tray)
  - 300094 (NK w/out Tray)
  - 300099 (NK w/tray)

**Whole Rotisserie Chicken**
- Window Bags
  - 300788 (Fresh ToGo!)
  - 300767 (Deli Bistro ToGo!)

**2 Half Slabs BBQ Ribs**
- Window Bags
  - 300787 (Fresh ToGo!)

**Half Rotisserie Chicken**
- Window Bag
  - 300787 (Fresh ToGo!)

**Foil Insulated Bag**
- 690114 (BBQ Print)

**Half Slab BBQ Ribs**
- Window Bags
  - 690114 (BBQ Print)

**Foil Insulated Bags**
- 690108 (Unprinted)
- 690110 (BBQ Print)
- 690126 (BBQ Print Reverse)
ToGo! Product Application Suggestions (cont.)

Flexible Paper & Paperboard Trays: A Perfect Marriage

Flexible Paper & Paperboard Trays make the ultimate food packaging combination!

For best food packaging results, add a paperboard tray. We offer a wide range of sizes that fit the most demanding applications, including a specialty support tray for deli sandwiches. The high quality trays are coated with a moisture and grease resistant barrier for superior performance.

DubView® items 300097, 300098, and 300099 are equipped with natural paperboard trays for added support.
Why EcoCraft® Products?

Foodservice packaging made from unbleached natural paper is more than just a sustainable look or marketing trend. Unbleached natural paper was chosen for the EcoCraft® line due to its real impact in reducing raw material waste. The chart below presents an overview of the significant waste reduction advantages in producing unbleached natural paper.

### Improved Sustainability Through Natural Papers

**Higher Yield**
from tree to paper

<table>
<thead>
<tr>
<th>Baseline Paper - BLEACHED</th>
<th>Target Paper - NATURAL</th>
<th>Difference Between Baseline &amp; Target</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wood Use</strong></td>
<td>3,696 tons</td>
<td>2,940 tons</td>
</tr>
<tr>
<td></td>
<td>29,894 million BTUs</td>
<td>23,924 million BTUs</td>
</tr>
<tr>
<td><strong>Purchased Energy</strong></td>
<td>19,870 million BTUs</td>
<td>16,600 million BTUs</td>
</tr>
<tr>
<td><strong>Sulfur Dioxide (SO2)</strong></td>
<td>25,470 pounds</td>
<td>20,528 pounds</td>
</tr>
<tr>
<td><strong>Nitrogen Oxides (NOx)</strong></td>
<td>8,798 pounds</td>
<td>7,272 pounds</td>
</tr>
<tr>
<td><strong>Wastewater</strong></td>
<td>22,218,860 gallons</td>
<td>10,866,700 gallons</td>
</tr>
<tr>
<td><strong>Solid Waste</strong></td>
<td>1,908,712 pounds</td>
<td>1,403,408 pounds</td>
</tr>
</tbody>
</table>

**Less Energy**
for manufacturing

<table>
<thead>
<tr>
<th>Baseline Paper - BLEACHED</th>
<th>Target Paper - NATURAL</th>
<th>Difference Between Baseline &amp; Target</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wood Use</strong></td>
<td>3,696 tons</td>
<td>2,940 tons</td>
</tr>
<tr>
<td></td>
<td>29,894 million BTUs</td>
<td>23,924 million BTUs</td>
</tr>
<tr>
<td><strong>Purchased Energy</strong></td>
<td>19,870 million BTUs</td>
<td>16,600 million BTUs</td>
</tr>
<tr>
<td><strong>Sulfur Dioxide (SO2)</strong></td>
<td>25,470 pounds</td>
<td>20,528 pounds</td>
</tr>
<tr>
<td><strong>Nitrogen Oxides (NOx)</strong></td>
<td>8,798 pounds</td>
<td>7,272 pounds</td>
</tr>
<tr>
<td><strong>Wastewater</strong></td>
<td>22,218,860 gallons</td>
<td>10,866,700 gallons</td>
</tr>
<tr>
<td><strong>Solid Waste</strong></td>
<td>1,908,712 pounds</td>
<td>1,403,408 pounds</td>
</tr>
</tbody>
</table>

**Less Waste**
in water & solids

<table>
<thead>
<tr>
<th>Baseline Paper - BLEACHED</th>
<th>Target Paper - NATURAL</th>
<th>Difference Between Baseline &amp; Target</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wood Use</strong></td>
<td>3,696 tons</td>
<td>2,940 tons</td>
</tr>
<tr>
<td></td>
<td>29,894 million BTUs</td>
<td>23,924 million BTUs</td>
</tr>
<tr>
<td><strong>Purchased Energy</strong></td>
<td>19,870 million BTUs</td>
<td>16,600 million BTUs</td>
</tr>
<tr>
<td><strong>Sulfur Dioxide (SO2)</strong></td>
<td>25,470 pounds</td>
<td>20,528 pounds</td>
</tr>
<tr>
<td><strong>Nitrogen Oxides (NOx)</strong></td>
<td>8,798 pounds</td>
<td>7,272 pounds</td>
</tr>
<tr>
<td><strong>Wastewater</strong></td>
<td>22,218,860 gallons</td>
<td>10,866,700 gallons</td>
</tr>
<tr>
<td><strong>Solid Waste</strong></td>
<td>1,908,712 pounds</td>
<td>1,403,408 pounds</td>
</tr>
</tbody>
</table>

Based on producing 1,000 tons of food grade paper

**Reduced Waste with Natural Paper**

**Comparison of Baseline & Target**

- **Wood Use**: 756 tons or 5,460 Trees
- **Net Energy**: 5,970 million BTUs or 66 Homes/Yr.
- **Sulfur Dioxide (SO2)**: 4,942 pounds or 898 18-Wheelers/Yr.
- **Greenhouse Gasses**: 375,632 lbs. CO2 equiv. or 34 Cars/Yr.
- **Nitrogen Oxides (NOx)**: 1,526 pounds or 6 18-wheelers/Yr.
- **Wastewater**: 11,352,160 gallons or 17 Swimming Pools
- **Solid Waste**: 505,304 pounds or 18 Garbage Trucks

**DID YOU KNOW?**

20% of wood is saved by using natural versus bleached paper*

---

*Based on producing 1,000 tons of food grade paper
Natural Advantages of EcoCraft®

• Made with FDA food-grade, 100% unbleached, chlorine-free paper
• Packed in 100% recycled paperboard inner-carton and tray dispenser packaging to reduce raw-material waste
• Soy-blended dry wax on interfolded sheets reduce reliance on petroleum wax
• New dispenser carton and tray design includes printed facts and information about the sustainability benefits of EcoCraft®
• EcoCraft® products, on average, contain 20% pre-consumer waste fiber
• Multiple EcoCraft® products are third-party certified compostable
• Reduces your carbon footprint by purchasing form-fitting, “right size,” flexible packaging with high case counts and small case-cube size
• An experienced national network of sales representatives that can help advise your business on ways to improve your sustainable packaging design

We believe in the “Triple Bottom Line” approach of continuous improvement in sustainable packaging design:

Social Responsibility – good for the people
Ecological Responsibility – good for the planet
Economic Responsibility – affordable choices

With our EcoCraft® brand, we were the first company to offer a full stock line of unbleached, sustainable foodservice packaging in North America. We believe sustainability is an ongoing journey of continuous improvement and evolvement. This approach propels us to constantly enhance our sustainable practices and products. This commitment to affordability and innovation has allowed De Luxe to create the most recognized brand of sustainable flexible packaging available in the industry.

*Environmental-impact estimates made using the Paper Calculator presented by Environmental Paper Network. For more information, visit http://c.environmentalpaper.org/home.

Our EcoCraft® Journey
Custom Converting & Printing Capabilities

De Luxe offers the broadest range of specialty bag, sheet and roll converting capabilities in the flexible foodservice packaging industry. We manufacture high-quality custom packages on 130 different production lines to provide a wide variety of custom package and print designs. With our efficient, superior F&K presses, we can deliver state-of-the-art graphics capabilities that help differentiate your products on the shelf and on the go. Our long-term commitment to innovation and practical solutions enables us to expertly consult with you on packaging design, process graphics and rigid packaging replacements.

Please review the information we need before you request a quote for a custom product

Provide the individual bag, sheet or roll size
• Bag (width, gusset, length)
• Sheet (width and length)
• Roll (roll width and length or outer diameter)

Initial order quantity needed and the annual volume (units or cases)

Name of printed design or logo

Basis weight of paper if known

Type of paper or combination of materials (foil, bio-film or glassine)

Need a film window?
• Provide an explanation of the proposed window die or panel location on the package

Number of printed colors (provide PMS numbers)

Product application (what will the package be used for?)

Case pack sizes

Shipping/distribution information

How to measure a bag for quotes and production:
• Measure the face of the bag (width)
• Measure the gusset of the bag (side width)
• Measure the length of the bag (not including lip)

For more information about our custom converting and graphic capabilities, find your local representative at sales@deluxegrp.com

Novolex™ is the parent company of De Luxe Packaging. To learn more about the Novolex™ family of brands, please visit novolex.com.

Printed on FSC Certified, 10% Post-Consumer Paper. © January 2015 De Luxe
De Luxe and Bagcraft are members of the Sustainable Packaging Coalition

200 Marien Ave. | Montreal East, Quebec H1B 4V2 | 800-361-8940 | www.deluxepackaging.com