



ATLANTIC ANNOUNCES GRAND OPENING OF PACKAGING SOLUTION CENTER

The most advanced testing equipment and research facility in the packaging industry

Charlotte, N.C., July 25, 2017 --- Atlantic Packaging announces the opening of their Packaging Solution Center, an advanced testing, shipping certification and research facility dedicated to establishing measurable standards in end-of-line packaging.

The testing technology featured at this facility will create a brand-new model in the packaging industry, one with a science-based approach to eliminate guesswork and to create industry-wide shipping standards.

Atlantic was founded in 1946 and has built its reputation over 70 years in the packaging industry.

In the last decade, Atlantic has emerged as a leader in technical expertise with an in-house staff equipped to service sophisticated machinery, engineer automated systems, develop turnkey integrated packaging lines and consult on high performance materials best suited for a wide variety of applications, from stretch and shrink, to flexible, labeling, and protective packaging.

The Packaging Solution Center in Charlotte is a culmination of Atlantic's dedication to technology in packaging. This is an 80,000 square foot facility representing a \$10 million investment. It's the first and only facility in the industry to offer a Multi-Axis Transportation Simulator for unit load testing in the consumer products industry.

This multi-axis system was commissioned by Atlantic and built by Lansmont and TEAM, the leaders in vibration and impact testing equipment for industries that include aerospace and NASA, automotive, and electronics. It simulates real-world transit conditions and represents the most accurate testing equipment available anywhere in the packaging industry.

"The truly unique thing we're doing in Charlotte with this Solution Center is the investment in cutting edge unit load testing equipment," says Atlantic President, Wes Carter. "If one of our customers is losing loads in transit, we can literally re-create that over the road trip in our center and see where their products are failing. We can see not only where along their trip they're failing, but how they are failing. This allows us to create customized packaging solutions based on scientific data and virtually eliminate shipping damage."

Customers from major consumer products companies will be able to test for the right combination in equipment settings, materials and automation to find a qualified solution that protects their products consistently and efficiently.

The Center also features a packaging lab for testing flexible packaging materials as well as several fully integrated packaging lines to showcase the latest in equipment automation. One of these lines is dedicated to innovative e-commerce automation with the latest equipment from protective packaging leaders including Sealed Air, Ranpak, and 3M.

"What makes the Solution Center unique is that the customer can view multiple options from various manufacturers," says Eric Farmer, Atlantic VP for E-Commerce Sales. "They can decide which option they prefer based on cost, sustainability, and effectiveness. Then we can use the lab to verify those results."

The Grand Opening Event for the Packaging Solution Center is August 8th - 12th, 2017. The Center will be open by appointment for customers beginning August 14th. For inquiries or more information, please contact Atlantic President, Wes Carter at wesc@atlanticpkg.com.

Contact:

Wes Carter
Atlantic Packaging Solution Center
12201 Steele Creek Rd.
Charlotte, NC 28273
(704) 588-1400
wesc@atlanticpkg.com

###