

# EXHIBIT 3



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## 2004 AmeriStar Package Award Winners

### AmeriStar Best of Show (sponsored by Lansmont):

#### Category: Household Products

#### OxyKIC®

OxyKIC is a revolutionary dual chamber spot and stain remover system. The actuator is specially designed to combine the two chambers of formulas (oxygen-based and cleaning formula) into one powerful spray.



Contact:

BISSELL Homecare Inc.

Patrick Laurie

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## 3M Integrity Award (sponsored by 3M):

### Category: Food

#### *Frito-Lay 24 Count Variety Sack*

The 24 Count Variety Sack offers consumers a compact, pantry friendly, conveniently handled sack, with easy opening. This package replaces the traditional shrink wrapped corrugate tray. Package provided Frito-Lay with improved sales billboarding with an increase of over 300%, while reducing package weight by 85%.



Contact:

Frito-Lay

Marty Dierl

972-334-4952

[marty.dierl@fritolay.com](mailto:marty.dierl@fritolay.com)

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#### *All other AmeriStar winners:*

### Category: Food

#### **Folgers AromaSeal™ Container**

A revolutionary plastic canister that replaces the 150 year old steel can and



brings consumers that fresh Folgers' Mountain Grown® aroma every morning. This package represents a dramatic change in the industry – as dramatic a move since glass was replaced by plastic 20 years ago.

Contact:

Procter & Gamble

Gerald Buisson

513-634-7497

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### **Ensure Plastic Bottle**

Ensure's® innovative package was developed for dairy-based nutritional liquid products. The container was designed to withstand thermal processing, provide seal integrity, maintain product shelf stability, and improve consumer convenience through value added features.



Contact:

Ross Products, Div. of Abbott Laboratories

Pete Macauley

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### **Frito-Lay 24 Count Variety Sack**

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Contact:

Frito-Lay

Marty Dierl

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### **Marks & Spencer Microwaveable Retortable Pouch**

Offering the convenience of easy-opening laser scoring and in-pouch microwaveability, the gravure-printed graphics and see-through product window on this pouch also offer striking shelf appeal.



Contact:

CLP Packaging Solutions

Leslie Gurland

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### **Powdered Sugar Shaker / Cinnamon Sugar Shaker**

The Imperial Sugar Powdered Sugar Shaker brings innovation to the powdered sugar category. This grocery segment has been unchanged for over 25 years. This package makes using powdered sugar fun and easy for the whole family. Its easy-to-grip bottle and dual dispensing closure allows consumers to sprinkle powdered sugar on all of their favorite foods without the mess of spooning it out of the current package.



The Imperial Sugar Cinnamon Sugar Shaker combines the great tastes of cinnamon and sugar with an attractive package. The easy-to-grip bottle and dispensing closure make it easy for the whole family to use. The eye-catching graphics of the shrink label add appetite appeal and great shelf impact.

Contact:

Imperial Sugar Company

Mark Yunker

281-490-9671

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**Stand-up pouch for granulated sugar**

The Imperial Sugar stand-up pouch brings innovation to the granulated sugar category. This grocery segment has been unchanged for over 75 years. Pouch corrects the top five reasons consumers hate sugar packaging: 1) it's easy to open; 2) it opens without mess; 3) its waterproof; 4) it will not leak on the way home from the store; and 5) it's reclosable. For the retailer, the pouch offers a one-touch display shipper that reduces distribution damage and allows for aisle display.



Contact:

Imperial Sugar Company

Mark Yunker

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### Stagg Chili

The Tetra Recart™ Stagg® Chili package breaks new ground as the first U.S. food in a retorted paperboard carton. The Tetra Recart™ technology has the potential to reshape U.S. food packaging with a cost-competitive alternative to cans.



Contact:

Tetra Pak Inc.

Stephen Hellenschmidt

847-955-6454

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### **Treat Toppers**

New Pillsbury Treat Toppers™ Squeeze Frosting is a delicious way for you and your family to transform everyday baked goods and snacks into your own personalized treats. Simply squeeze the creamy frosting from the Doughboy® shaped bottle onto anything you like, such as cupcakes, cookies, brownies, graham crackers, waffles, fruit and more.



Contact:

J.M. Smucker

Matthew Lorence

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### **Asian Style Selection and Cooked Rice**

Asian Style Selections™ entrées and Cooked Rice from Homestyle Express® are 18-ounce, family-sized portions prepared fresh and sealed in convenient, microwaveable





pouches. They are shelf stable,  
requiring no refrigeration or freezing.

Contact:

The Wornick Company

Paul DuPont

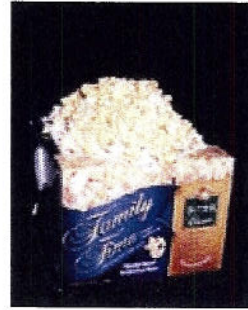
513-686-8844

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### **Perfect Popper Popcorn Package**

The Perfect Popper revolutionizes the concept of the microwave popcorn bag. This package is an innovative popcorn carton that functions as the primary package and doubles as the serving bowl.



Contact:

Commercial Packaging

Rachel Bowling

309-862-0144

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### **Signature Snacks Flipz® Linearpak® Canister / Pepperidge Farm Mini Nantucket Cookies Linearpak Canister**

To launch Flipz® chocolate-covered



pretzels in the demanding club store arena, Signature Snacks required a super-sized package, shelf presence, protection and consumer appeal. The solution? Sonoco's Linearpak® canister.

Pepperidge Farm's new Mini Nantucket chocolate chunk cookies in a promotional Sonoco-made Linearpak canister is a snack sensation meant for summer entertaining and, better yet, road trips.

Contact:

Sonoco

Myra Richey

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### **"Insta-Bowl" Package**

The new Pop-Secret, snack-sized, microwave popcorn bag provides a convenient pull-string opening feature and shallow bowl shape for easy access. The new bag, offered in an unusual package configuration, was developed exclusively for Sam's Club Stores, knowing many of their customers want packages appropriate for C-store and vending sales. The 30-count SKU includes two 15-count displays/sleeves, with fold-up header cards. Each bag is labeled for single-unit sale, providing maximum flexibility in anticipating any retail or consumer requirements.



Contact:

General Mills

Shawn Azadivar

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### **Kellogg's Eggo Syrup package**

The package is a custom 23-ounce polyethylene terephthalate (PET) stretch/blow bottle a snap top dispensing closure. The package includes polypropylene (PP) pressure-sensitive front and back labels and polyvinyl chloride (PVC) shrink band for promotional copy. The closure provides no drip, no mess table syrup pouring and allows the bottle to be stored inverted for easy dispensing.



Contact:

The Kellogg Company

Lowell Schirado

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### **Drink 'n Crunch**

Drink 'n Crunch is an ergonomically designed vessel with two cups, one inside the other. Fresh milk is poured into the outer cup, and cereal is in the inner cup for a convenient and portable breakfast.



Contact:

The Kellogg Company

David Westerhof

269-961-2895

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### **Betta Blister Package**

The innovative "Betta Blister Package" is specifically designed to deliver a metered dose of betta food. Consumer convenience was the driving force in this design that has the industry raving.



Contact:

The Hartz Mountain Corporation

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**Category: Food Institutional**

**Taco Salad Package**