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## **ANNOUNCEMENT**

### **X-FLEX™ Blast Protection System from Berry Plastics Takes Grand Award for Security in Popular Science's "Best of What's New 2009"**

Franklin, MA – November 13, 2009 – Berry Plastics Corporation, Tapes & Coatings Division, the industry's leading manufacturer of flexible films and tapes, is the proud recipient of the prestigious Grand Award for Security in the "Best of What's New 2009" from Popular Science for its X-FLEX™ Blast Protection System.

X-FLEX™ Blast Protection System is the innovative, peel-and-stick solution for blast defense developed through a partnership between the Engineer Research and Development Center (ERDC) of the US Army Corp of Engineers and Engineered Protective Systems of Berry Plastics Corporation.

"For 22 years, *Popular Science* has honored the innovations that surprise and amaze us – those that make a positive impact on our world today and challenge our views of what's possible in the future." said Mark Jannot, Editor-in-Chief of *Popular Science*. "The Best of What's New Award is the magazine's top honor, and the 100 winners – chosen from among thousands of entrants – represent the highest level of achievement in their fields."

"We are honored that the unique qualities present in X-FLEX™ have been recognized and deemed worthy of Popular Science's Grand Award for What's New 2009." says Mr. Thomas Salmon, President, Berry Plastics Corporation Tapes and Coatings Division. "Receiving the award is a valuable recognition and validation of X-FLEX™ and both the tremendous amount of work and talented mindshare that it has taken to develop such an important, life-altering product. The magnitude of the award is very apparent when you consider the volume of incredible new technologies that *Popular Science* reviews and evaluates." he adds.

The fiber-reinforced polymer composite of X-FLEX™ is engineered for adhesion to CMU, brick and other surfaces, and performs well across a wide temperature range and diverse environmental conditions. The patent pending X-FLEX™ is moisture, mold and fungus-resistant and does not require complex or expensive installation equipment. Furthermore, it is easy to transport and store and is immediately available.

For additional information visit [www.xflexsystem.com](http://www.xflexsystem.com) or contact Elizabeth A. Curran, Director Engineered Protective Systems, Berry Plastics Corporation, Tapes and Coatings Division, 800.248.7659 x1672 or email [elizabethcurran@berryplastics.com](mailto:elizabethcurran@berryplastics.com).



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### About Berry Plastics

Berry Plastics is a leading manufacturer and marketer of plastic packaging products. Berry Plastics is a major producer of a wide range of products, including open top and closed top packaging, polyethylene-based plastic films, industrial tapes, medical specialties, packaging, heat-shrinkable coatings, specialty laminates, and FIBCs. The company's 13,000 plus customers range from large multinational corporations to small local businesses. Based in Evansville, Indiana, the company has more than 60 manufacturing facilities worldwide and nearly 13,400 employees. For more information, please visit <http://www.berryplastics.com>.

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