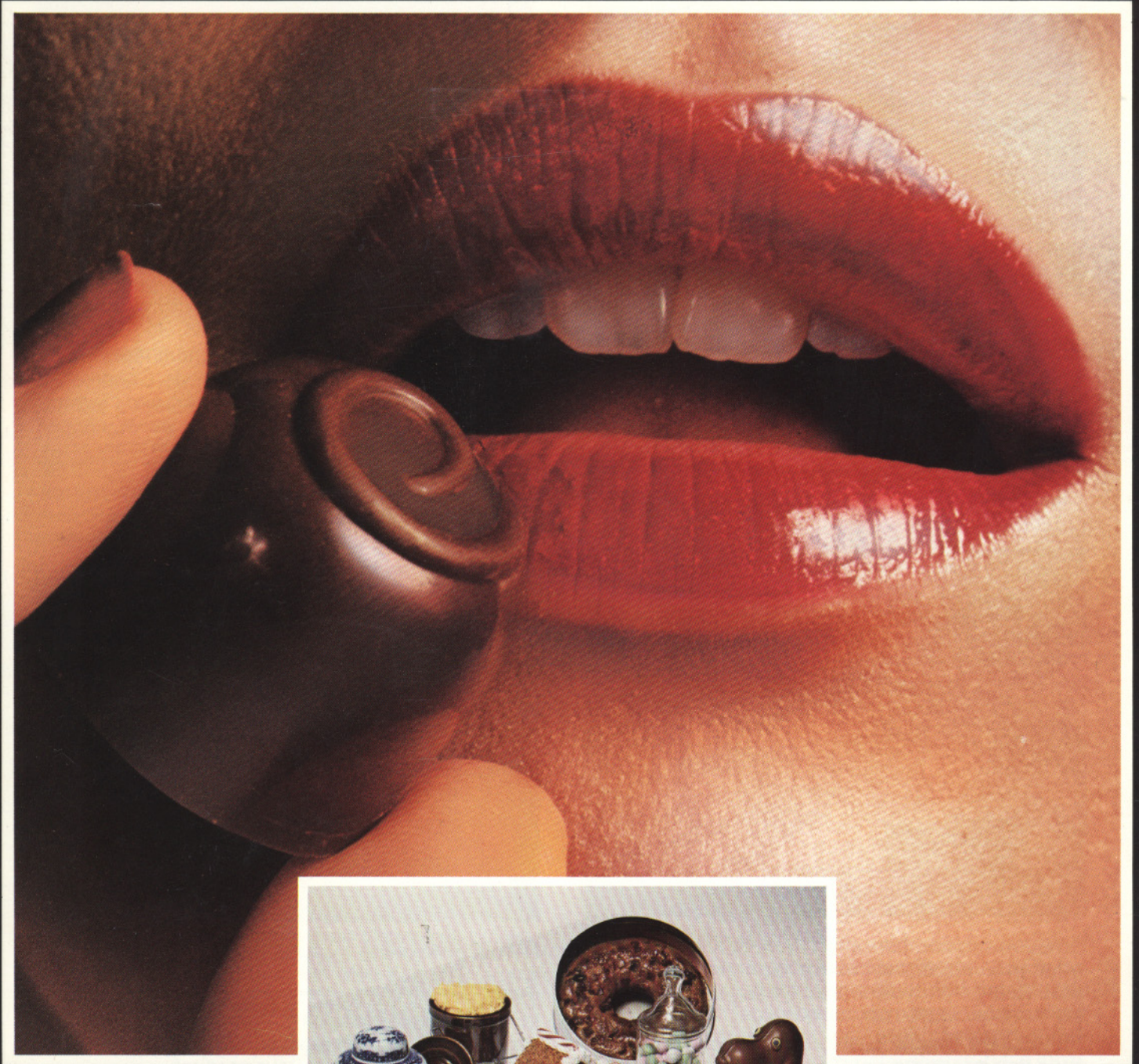


nescelTM PLASTIC CUSHIONING MATERIAL.

**DELIVERING DELICIOUS
INSTEAD OF DAMAGED.**



WITH **nestle**TM CUSHIONING YOUR

From you to your customer. Without losing that good-looking, good-tasting goodness.

That's the secret of Nescel plastic cushioning material.

Nescel cushioning material is a uniquely designed plastic cellular material that offers excellent protection for fine foods during shipment. The special cell construction, with tapered wall thickness, delivers gradually increasing resistance to compression as load is applied... providing gentle protection to a wide variety of fragile products.

These soft, lightweight plastic cells are joined together in a honeycomb network that further enhances the cushioning and protective qualities of Nescel cushioning material. And the built-in "memory" of each cell allows them to return to their energy-absorbing shape time after time.

Good-looking, long lasting, effective protection that goes beyond ordinary packaging materials. So that your fine products go the distance to your customer. In good taste with Nescel cushioning material.

SHOWING YOUR GOOD TASTE.



Now you can combine attractiveness and protection when you use Nescel cushioning material. It gives a neat, clean, well-designed look to any package... actually enhancing the perceived value of your product. Transparent Nescel cushioning material shows off your fine products before the packaging is even removed. If you like, you can have the extra stylishness of Nescel cushioning material in colors. Color coordinated to match your cartons or foodstuffs... with your choice from a complete variety of FDA-approved colors.

AS TEMPERATURES VARY, PROTECTION DOESN'T.



As temperatures vary during shipment, so can the types of damage that occur to fine foods. Chocolates, for example, are more prone to chipping and cracking during cooler temperature. When it's warm, chocolates can become marred and bruised due to abrasion. Nescel cushioning material is not affected by normal temperature variations. It provides superior protection against chipping when it's cold and Nescel cushioning material is non-abrasive for extra protection during warm shipping.

GENTLY CUDDLING AS IT CUSHIONS.



Nescel cushioning material gently conforms to any shape. The soft cells curve and wrap around even the most delicate edges and shapes. This soft conformability reduces lateral movement of individual items and equally distributes pressure to protect even the most fragile areas of your product.

The non-abrasive properties of Nescel cushioning material mean an end to scuffed and roughed-up foods. Chocolates arrive without the "whiting" that can be caused by abrasive packing materials.

QUALITY GOES THE DISTANCE.

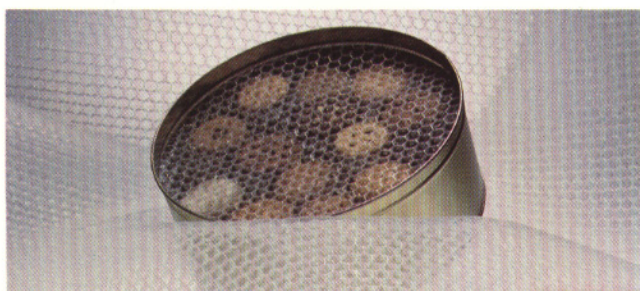
SOAKING UP SHOCKS...



The unique cell and cell-wall construction of Nescel cushioning material provide excellent capacity to absorb shock. Nescel cushioning materials deliver this protection to a wide variety of fragile products.

No matter what the weight of your fragile product, Nescel cushioning material provides excellent protection.

SHOCK AFTER SHOCK AFTER SHOCK.



Time after time. Shock after shock. Nescel cushioning material has a built-in "memory" that allows it to return to its original shape...providing its original level of protection.

This resiliency continues even after long periods of storage. And it stays in force even after being poked, punctured, cut or sliced.

STOPPING BOUNCE AND SH-H-H-H-HAKE.

Nescel cushioning material gently cushions to prevent rebound damage following an initial shock. This dampening quality also protects delicate foods from vibrations during shipment.

CLEAN COMFORT FOR FINE FOODS.



For use in direct contact with food, Nescel cushioning materials come in forms that protect in compliance with FDA requirements.

Nescel cushioning material gives you a clean advantage when packaging your fine-food products. From packing until the time the customer removes it, Nescel cushioning material leaves no dust or particulate residue to ruin the good looks of your good product.

Completely odorless, Nescel cushioning material is mildew and fungus resistant. And Nescel cushioning material helps keep moisture away too because it's non-absorbent.

SWEETEN YOUR PROFITS WITH MORE CUSTOMER SATISFACTION.

Because Nescel cushioning material reduces shipping damage it reduces customer complaints, returns and refunds. That means that your damage-claim costs go down while your number of satisfied customers goes up.

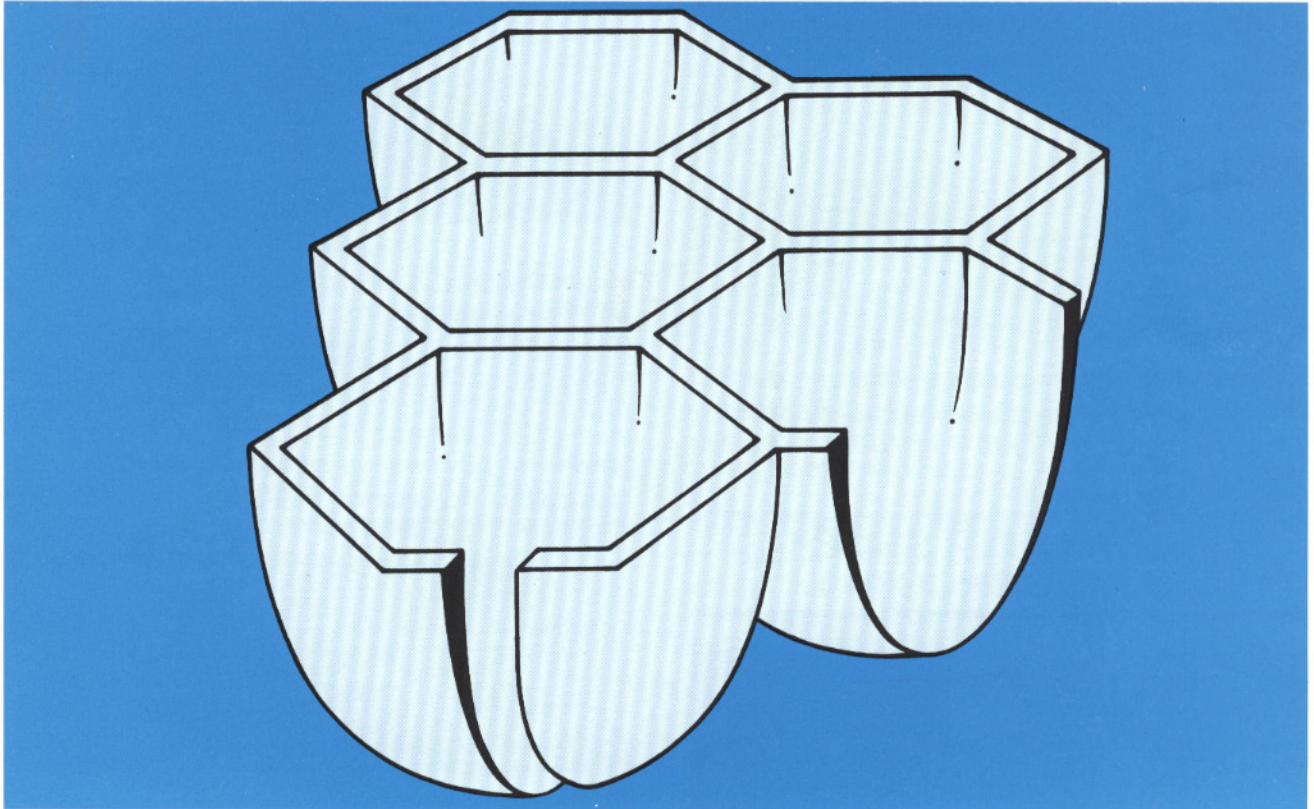
Nescel cushioning material also cuts your shipping and packaging costs. Because it's ultra-lightweight, Nescel cushioning material lowers your shipping and mailing costs. And, because it's so pliable and easy to work with, Nescel cushioning material cuts down on costly packaging time.

Easy workability comes in a form that's easiest for you to work with. In sheets, rolls or perforated rolls, Nescel cushioning material can be sized to meet your packing specifications...even special ordered in die-cut shapes or pouches. But always in the form that best reduces your handling and material costs.

Whatever type, in whatever form. When you go with Nescel cushioning material, your fine-food products go in dependable packaging protection. So you can depend on low-cost, delicious deliveries.

nescelTM PLASTIC CUSHIONING MATERIAL.

UNIQUELY DESIGNED TO MAKE YOUR SHIPMENT A DELICIOUS DELIVERY.



Available in:

nescelTM-1— $\frac{1}{8}$ " thickness, open cell.

nescelTM-2— $\frac{1}{4}$ " thickness, open cell.

nescelTM-3— $\frac{1}{4}$ " thickness, reinforced top film.

To determine the right Nescel cushioning material for your needs, just contact ADE, Inc., for the name of your local authorized stocking distributor. Nescel cushioning material is normally available in your choice of rolls, perforated rolls or sheets. Ask about

special colors, die-cut shapes or pouches.

Government Specifications:

nescel-2—Food Packaging, FDA-21CFR121.2501... for use when in direct contact with food products.

General Packaging, PP-C1842A,
Type 1, Style A.

nescel-3—General Packaging, PPP-C-1842A,
Type 1, Style B.



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For What's Fragile in Your World

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