

# NanoPack Inc.

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## *news release*

**For Immediate Release**

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**Contact:** See Last Page

### **NanoPack Appoints Anthony Cella Vice President of North America Sales**

#### *Flexible Packaging Veteran Joins Innovative Barrier Materials Supplier*

**Wayne, Pa.** – NanoPack Inc., which develops proprietary barrier coatings used in processed food packaging, has named Tony Cella of Naperville, Ill., vice president of sales for the company's growing North American markets.

He joins NanoPack with over 25 years executive experience in flexible packaging sales for the North America markets, most recently as vice president of flexible packaging sales with Berry Plastics/Ludlow Coated Products, formerly a division of Tyco Plastics & Adhesives. Additionally, he has prior sales management experience with Pechiney Plastic Packaging, AET Films, and Mobil Chemical Company.

"We're extremely pleased to have someone on-board with Tony's knowledge and understanding of our customers and markets," explained Howard Kravitz, president and chief executive officer of NanoPack. "Tony is a well-known and trusted individual in our industry, and will be a valuable asset to our business."

Tony explains that what attracted him to NanoPack was the opportunity to work on the ground floor with a unique barrier coating technology. "This allows customers to optimize their packaging by reducing their dependence on PVDC coating and providing improvements over other products such as EVOH to get better barrier performance," Tony added.

Tony holds a 1984 bachelor of science degree in business management from Rutgers University in New Brunswick, N.J. While at Rutgers, which in 1869 became the birthplace of intercollegiate football, Tony lettered all four years in that sport & was named captain of the school's famed Scarlet Knights football team his senior year.

Tony will work from his Naperville office, and can be reached at (630) 212-5951 or [tcella@nanopackinc.com](mailto:tcella@nanopackinc.com).

#### *Other NanoPack News*

In November 2010, NanoPack announced it had received U.S. government approval for its meat and cheese packaging barriers. The patent pending oxygen barrier from NanoPack can be used for indirect food contact in accordance with the regulations administered under the FD&C Act (Federal Food, Drug and Cosmetic Act) by the U.S. Food and Drug Administration.

The FDA approval allows NanoPack's latest achievement to provide a clear barrier coating for meat and cheese packaging with excellent barrier properties as well as significant economic and environmental advantages.

The company's NanoSeal™ research began in 2005, with its first commercial products introduced in 2008.

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NOTE: Photo at <http://www.mmrpr.com/tony-cella-photo/> Password: **nanopack**



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