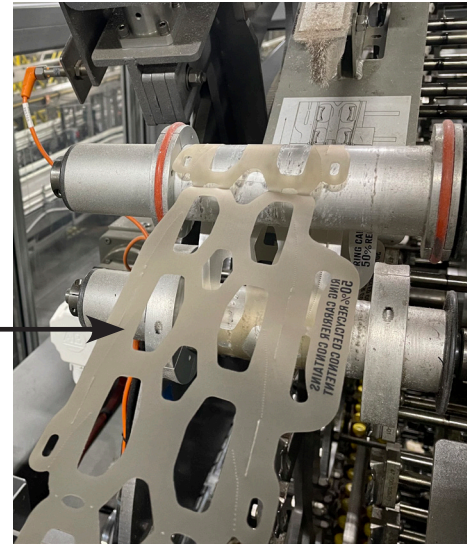


HOW TO IDENTIFY HI-CONE CARRIER MATTE SIDE TO ALLOW WATER SAVINGS

Look for the following indicators on the Hi-Cone carrier:

1. Zipper Perforation—The rough feeling side should be faced UP as the carrier is being fed into the feed tray.
2. Zipper Orientation—The zipper should be trailing for both standard and MPC labeled carriers.

See examples below:



6-PACK
Standard
Carrier
606330000



ZIPPER



6-PACK
MPC Labeled
Carrier
608730L00



ZIPPER

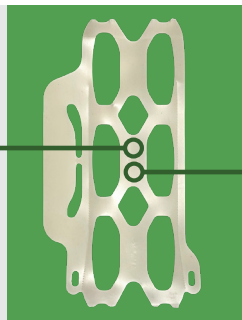
3. Identify the glossy finish side from the matte finish side. The matte side will look more “dull” under standard lighting and should be faced UP as the carrier is being fed into the feed tray.

4. If the carrier has visible stamps, the stamps should be facing DOWN into the feed tray.

Note: When the carriers are fed correctly, the orientation of the matte finish will be in contact with containers and the messaging will be readable.

Stamp examples: ITW, recycle sign, as seen on glossy side

ITW Stamp



Recycling Stamp



Questions?

For questions or technical assistance please contact 1-800-442-6602 or send an email to na-service@hi-cone.com.

**Please note that carrier color may vary batch to batch due to post-consumer recycled content*