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## **Wonderbrands Inc. Adopts Fibre-Lok by Kwik Lok**

*Keeping bread fresh with less plastic*

Yakima, Wash. – March, 2024 – Canadian Bakery innovator, Wonderbrands Inc. (“Wonderbrands”), located in Ontario Canada, is harnessing the power of fresh-baked thinking as they begin rolling out a new bag closure, Fibre-Lok by Kwik Lok, on Canada’s favorite bread products. This new closure is one step toward transitioning Wonderbrands to a more sustainable future. Consumers are already seeing the new closure on grocery shelves . Fibre-Lok is an environmentally friendly alternative to the original Kwik Lok. Composed of natural cellulose fibers and made from 100% post-consumer waste fiber, Fibre-Lok provides the same reliability as the traditional Kwik Lok while aligning with Wonderbrands’ sustainability goals. In addition to plastics reduction, Fibre-Lok uses 91% less water and emits 56% less carbon. The change also means that there will be almost 18,000kg less waste going to the landfill. Big wins for the planet!

“We are excited that Wonderbrands has chosen Fibre-Lok to help meet their sustainability goals,” said Blair Chastain, Chief Revenue Officer, Kwik Lok. “We are committed to providing the tools our customers and consumers want to keep their bakery products fresh and safe. Whether it is greenhouse gas reduction, plastics reduction or circular options– we have the most effective suite of solutions on the market. Fibre-Lok is a significant step forward.”

Angela McInenly, Director of Marketing at “Wonderbrands is making important changes to support a healthier planet. Fibre-Lok has been designed to stay intact after multiple uses, as we are committed to keeping our bakery products fresh for the consumer. All while reducing our use of plastic and sending less waste to the landfill. “

## **Fibre-Lok:**

Bakeries are working to significantly reduce their use of plastic. Kwik Lok developed Fibre-Lok to meet these goals without sacrificing the functionality, quality and durability that bakers demand. Key Fibre-Lok benefits include:

- **Strength in streamlined form-factor** – Fibre-Lok can be applied and reclosed through the life of the product keeping food fresh like the original Kwik Lok closure.
- **Responsibly sourced** – The Fibre-Lok material comes from [FSC \(Forest Stewardship Council\)](#)-certified suppliers and renewable sources. FSC certification ensures that products come from responsibly managed forests that provide environmental, social and economic benefits.
- **100 % post-consumer waste fiber** – Fibre-Lok’s paperboard material is made from 100% post-consumer waste fiber.
- **Please consult with your local recycling organization** to understand what recycling options are available in your community and how to dispose of Fibre-Lok responsibly within the system in your area.
- **Immediate implementation** – Fibre-Lok can be used in most Kwik Lok automatic bag closing machine with only a small modification. This means customers can convert their lines in just a few hours.

Fibre-Lok is available now. For more information, please visit: [www.kwiklok.com](http://www.kwiklok.com) or contact your Kwik Lok sales representative at [sales@kwiklok.com](mailto:sales@kwiklok.com)

## **About Kwik-Lok**

Kwik Lok brings almost 70 years of expertise to deliver advanced engineering and design that you can trust. Kwik Lok is committed to delivering new and innovative solutions. We work with our customers and industry partners to identify their unique needs - plus we provide the ongoing customer support you can rely on.

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