

What Is This And Why Did I Receive It?

You are viewing the second issue of Sonic Speed, a great way for you to learn about what's happening in packaging today. We sent it to you because you are a valued customer or partner of Sonic and we thought you would be interested. If you'd rather not receive any more emails, that's OK - simply [unsubscribe here](#). Enjoy!

Featured Technology: The Non-PLA Pouch



You may have already heard about Sonic's new packaging solution, but because it's important, we wanted to talk about it again. Our new pouch is not made from PLA---it is not derived from corn, which makes it particularly attractive to marketers who need to keep their production processes (and their image) "green." This new pouch is entirely biodegradable and doesn't consume vast amounts of resources to produce, but it's as easy to work with as plastic, looks attractive on the shelf. And because it's biodegradable instead of recyclable, it's greener than green! (Recycling uses energy, after all, which means biodegradable is the way to go.) [Read more about it here.](#)

Multiple-Choice Security

Featured Article by Howard Chau

Plenty has been written on the indignities of the airport security line, and it's probably safe to say that everybody finds it tiresome. At the same time, nobody wants to be on the plane that makes

A Sobering Fact

Did you know hand sanitizer---the ubiquitous product we toss to our kids about a dozen times a day---is usually 62% pure ethyl alcohol? We know you'd never mix your child a martini, but when you pass the hand sanitizer, you're exposing him to a potent poison. Most kids won't drink it, but some will, with terrifying results. Luckily, there's a way to keep kids safe while still limiting their exposure to germs. [Read more about it.](#)

3, 2, 1---Wait, What Did We Forget?

Launching a new product requires huge investments---of time, of money, of thought. Make sure you don't forget to invest in the right kind of research, too! Winning market share and building your customer base are hard enough without being blindsided by the competition. We've put together a handy list of tips to help you make sure your new product and its packaging are positioned to perform. [Check it out.](#)

Who is Sonic?

the news. Like it or not, homeland security procedures are part of our lives now. The challenge lies in making things run more smoothly.

Sonic is involved with developing some of the innovative testing processes that are making air travel (and border security, and traffic stops, and random sightings of suspicious packages) safer and more efficient every day. In particular, we're making it easier for security pros to conduct a single onsite test on a suspicious sample using multiple reagents—and it works great. [Learn more about it.](#)

Sonic is proud to be the outsource packaging partner to thousands of companies. Sonic Speed is a way for us to let you know what's happening in packaging today. Learn more about us and our methodology by [visiting our website](#).

If you're ready to get started and want something more in-depth, consider scheduling a [Free Sonic Session](#) or requesting a [Free Sonic Sample Box](#) to see real-life examples of what we can create for you.