

INTRODUCING NEW HEFTY® ULTIMATE FLEX™ AND ULTRA FLEX® TRASH BAGS

Hefty's strongest trash bags just got even stronger with improved flex technology

Lake Forest, Ill., March 10, 2015 – Hefty® is proud to introduce new Hefty® Ultimate Flex™ and Ultra Flex® trash bags, now featuring expandable strength and delivering better puncture resistance than Glad® ForceFlex® bags.

No one wants the mess of a trash bag failure. Hefty is taking strength to a whole new level with improved flex technology and enhanced strength. In addition to this, Hefty® Ultimate Flex™ and Ultra Flex® trash bags will also now include an easy-open feature, allowing consumers to open their trash bags without any struggle. Hefty® Ultimate Flex™ bags also include a Snap & Secure™ Gripping drawstring and fit the most can sizes of any drawstring bag.

“While Hefty is known for its high-quality trash bags, we’re always looking to improve our products,” said Jeff Wilkison, Vice President of Marketing, Hefty®. “Our new flex technology offers an even better user experience, so customers won’t have to worry about their trash bag under-performing. We even have the money-back guarantee to help reinforce the Hefty commitment to quality trash bags.”

In a nationwide rollout beginning this month, Hefty® Ultimate™ will now be called Hefty® Ultimate Flex,™ while the Hefty® Ultra Flex® line will continue to be sold under the same name, but now with higher puncture-resistance than Glad® ForceFlex.®

As with every Hefty® purchase, consumers can purchase these new items with confidence. Hefty® Ultimate Flex™ and Hefty® Ultra Flex® are backed by the Hefty® Handles It guarantee, which promises complete satisfaction or your money back.



Reynolds Consumer Products Inc.

Reynolds Consumer Products provides quality household essentials and world-class brands. Hefty® is best known for strong, dependable waste bags; but is also a leader in slider bags, foam plates, and plastic cups. Our namesake Reynolds® products include the iconic Reynolds Wrap® aluminum foil; Reynolds® brand parchment paper, oven bags, slow cooker liners, and baking cups; and Cut-Rite® wax paper. Our products are available in the U.S. at mass merchants, grocers, and other retail stores and in over 100 countries throughout the world. For more information, please visit www.ReynoldsConsumerProducts.com and www.Hefty.com

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