



FOR IMMEDIATE RELEASE

CONTACT: Nicole Joy Hales, PR First, 781-871-7280, nhales@prfirst.com

Flexible Pack Welcomes Nicole Laroche as Business Development Executive

QUINCY, MA, and BRISTOL, RI, NOVEMBER 13, 2018...Flexible Pack (www.flexiblepack.com), specializing in a wide range of flexible packaging solutions through use of cutting-edge technology that transforms continuous rolls of plastic and papers into finished products, announced today that [Nicole Laroche](#) has joined the company as Business Development Executive.

In this role, Laroche will be responsible for acquiring new business for the company, and supporting these businesses to ensure their products are customized to their specific requirements in an effort to augment their overall success. Laroche will work with businesses from all industries, with specific focus on breweries, cannabis, and food packaging industries.

[Flexible Pack](#) offers [beer label shrink wraps](#) and [custom-printed cannabis and food pouches](#), as well as augmented reality labels that contain hidden QR codes that, when scanned, can come to life, offer a description of the company, launch a video, or take the viewer to a website where they can find the product for purchase. Through offerings like these, Laroche will be focused on selling solution-based products that help people market their own products in the best way possible.

Most recently Laroche held a sales position with Dennis K. Burke, Inc., where she was responsible for fuel sales throughout southern Massachusetts and Rhode Island. Prior to this role, Laroche worked in the medical industry for 16 years.

Laroche earned her associate degree in medical assisting, and is inbound sales and marketing certified through HubSpot. A resident of Bristol, Rhode Island, Laroche has a 20-year-old daughter and 19-year-old son. In her free time, she refinishes unwanted furniture and then donates it to battered women's shelters and homes for unwed mothers. She also enjoys fishing, reading, and spending time with her 13-year-old beagle/Shar-Pei mix.

"We are thrilled to welcome Nicole to [Flexible Pack](#)," said Meagan Bennett, Sales Director for Flexible Pack. "With her sales background and her understanding of the various solutions Flexible Pack provides, she will no doubt be a valued member of our team."

[Flexible Pack](#) is an independent company and a branch of Design Mark Industries (www.design-mark.com), a leader in custom manufacturing electronic membrane switches and touch screens.

About Flexible Pack

Flexible Pack, part of the NFI Corp. family of companies, specializes in a wide range of flexible packaging solutions through use of cutting-edge technology that transforms continuous rolls of plastic and papers, known as webs, into finished products. The Flexible Pack product line includes [shrink sleeves](#), [labels](#) and [pouches](#) that work with all types of container materials, and roll-fed, plastic and brewery and wine labels.

Flexible Pack is equipped with state-of-the-art printing capabilities using the HP Indigo digital press, specifically designed for printing flexible packaging, plastic labels and shrink sleeve applications.

Flexible Pack serves the food, beverage, brewery, cannabis, pharmaceutical/medical, pet food, home and garden, chemical and personal care industries throughout the United States and globally. Flexible Pack is located at 859 Willard Street, Quincy, MA 02169. For more information, please visit www.flexiblepack.com or call 508-863-7253.