PRESS RELEASE

Sev-Rend Opens Ordering for Annual Pink Packaging Initiative Ahead of **Breast Cancer Awareness Month**

Collinsville, IL – June 24th, 2025 — Packaging manufacturer Sev-Rend has announced the return of its annual pink packaging program in advance of Breast Cancer Awareness Month this October. The initiative, which offers pink netting and customizable graphic options, allows produce brands and retailers to visibly support awareness efforts tied to one of the most prominent health campaigns in the U.S.

Sev-Rend has offered the campaign for multiple years as a way for its customers to participate in cause-related marketing while maintaining access to domestically produced materials and fast turnaround times.

October is nationally recognized as Breast Cancer Awareness Month, a campaign that brings attention to the disease and promotes early detection, education, and research. According to the American Cancer Society, breast cancer remains the most commonly diagnosed cancer among women in the United States, outside of skin cancer.

To participate in Sev-Rend's program, customers can order pink netting and collaborate with the company's graphics team to develop custom tags or packaging visuals. The materials are produced in the U.S. and shipped nationwide.

"We've seen growing interest from brands that want to incorporate more meaningful storytelling into their packaging, especially around nationally recognized causes," said Brittnie Hammack, Director of Marketing at Sev-Rend. "This program gives them a timely and visible way to do that."

Lead times for custom graphics and netting can vary, and Sev-Rend recommends customers place orders as early as possible to ensure product availability ahead of October.

Additional information is available through Sev-Rend sales representatives or by contacting brittnie@sev-rend.com.