

# NEWS ALERT



## VpCI®-126 Top-Seal Bag Featured in the Movies!



Image courtesy "The Fable" via Netflix

Since the appearance of Reese's Pieces in *E.T.* (1982) tripled sales of the candy within two weeks of the movie's release, "product placement" (a.k.a., "embedded marketing") in motion pictures has continued to be an important part of advertising.

Cortec® recently—but unintentionally—had its own "embedded marketing" spot in a 2021 Japanese movie entitled, *The Fable: The Killer Who Doesn't Kill*. During one intense scene, a leading male character pulls out a VpCI®-126 Top-Seal Bag with bullets in it and tosses it to a key supporting actress. She picks up the trademark blue bag and examines the ammo through the translucent film before opening the bag and slipping the bullets into her hand.

So, why use [VpCI®-126 Top-Seal Bags](#) in this scene if Cortec® didn't sponsor the placement? As a VCI film packaging material with multi-metal Vapor phase Corrosion Inhibitors, VpCI®-126 Top-Seal Bags can be used to protect bullets from rust, corrosion, and tarnish. Whether the blue bag was purposely used here as part of the storyline, or whether the movie staff just normally stores bullets inside the bags to keep the brass from tarnishing in a corrosive environment, this "product placement" serves as a unique claim to fame by bringing VpCI®-126 Top-Seal Bags to the silver screen. Practically speaking, it also offers a good example to the military and munitions manufacturers of how to easily store ammunition corrosion-free—in or out of the movies!

Contact us to learn more about our now "famous" VpCI®-126 Top-Seal Bags:

<https://www.cortecpackaging.com/contact-us/>

**Keywords:** product placement, embedded marketing, Cortec, VCI film, corrosion inhibitors, protect bullets from rust, corrosion, how to store ammunition, store ammunition corrosion free, VCI packaging



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