

## FLEXIBLE INSIGHTS

# Promoting The Benefits Of Flexible Packaging Is An On-Going Priority

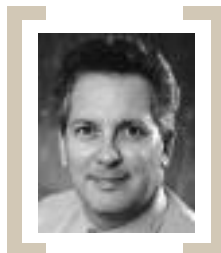
**H**ave you noticed lately that producers of traditional packaging have become a little more defensive through the increased promotion of their particular packaging medium, i.e. a can, box, bottle or canister? They are not only promoting their products, but are now comparing their stated advantages directly to flexible packaging.

There is no question that flexible packaging, with its present and projected growth, is getting a lot of attention, not only in the packaging world, but also from competitive, more traditional packaging formats.

Competitive formats are finally waking up – after centuries of status quo – to the fact that the consumer is the boss and convenience rules, particularly in today's new age of consumerism and active lifestyles. In addition, traditional container marketers are becoming more cognizant to the fact that flexible packaging is taking a huge swipe at their business, marketshare and customer base. This single fact alone is certainly enough to get their attention and make them a little defensive.

Flexible packaging is starting to really shake things up, and we have yet to see the full impact of the cause and effect of our industry's growth and its dramatic impact on the rest of the packaging business on a global basis. There is no question that

flexible packaging is driving change. And this change is improving all methods of packaging as marketers see the way it is



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utilized by the consumer and how the package markets itself on the retail shelf.

The old adage "competition is healthy" has been an understatement to the traditional packaging industry. We have started to see a new sense of awareness of the true threat of flexible packaging. We are just now beginning to see some responses from competing packaging formats beginning to appear in the marketplace.

New advertising and marketing campaigns are promoting "easy-open" pull tab lids on cans, bottles, jars, composite cans, and paperboard cartons are taking on "shape." Rigid packaging is partnering with flexible packaging through the increased use of beautifully printed shrink labels. Safety and reliability are being promoted as arguments against flexible packaging in an effort to slow the growth of retort pouch packaging.

Our industry must continue and even step-up the promotion and communication of the full advantages of flexible packaging to the mainstream marketplace. This includes not only the multinational customer

base, but directly to the consumer who can have the greatest impact on the growth and use of flexible packaging. In our effort to reach out more

directly to the individual consumer, we will create a ripple effect that will help to overcome the "Challenge of Change." We must also educate the retailer as to the merits of flexible packaging and how it can improve their sales and create excitement through added convenience, and portability.

As I write this article, I am preparing to board a flight to China where I have been invited to participate in a program on "shelf impact." My presentation will be on the topic of "Using Innovative Flexible Packaging to Re-Invent Your Brand and Increase Sales." Sometimes we must go to all ends of the Earth to promote a cause that we believe in. Luckily, most of our business focus is right here in our own backyard! Let's promote! Let's get creative! ■

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