

Pouch Packaging Design & Packaging Machinery Technology Trends

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In the marketplace today a “good package design” must differentiate from the masses on the retail shelf, stimulate sales volume of flat or mature product growth categories and leave the consumer with a positive “use” experience. It has been said that “the package is the silent salesperson” sitting next to the competition and it must not only get the busy consumers attention, but shout “buy me”!

The Standup Pouch format is the new package format offering many of these benefits and many more. The logistical advantage of flexible packaging is also beginning to



get attention as the cost of transportation has had a dramatic impact on total per package cost due to raising fuel charges, particularly when compared to more traditional methods of packaging including bottles, can, jars, composite or spiral cans.

The consumer of today lives in a fast paced world that is dramatically different from even a decade ago. We are all “on the go” looking toward the future and products and packages that accommodate us and our lifestyles are gaining acceptance.

To suit the multitude of flexible package formats available new packaging machinery technologies have come on the scene. These options include the ability to utilize pre-made Standup pouches which can be filled and sealed or the preference may be to install machinery which can produce the flexible package on-line from pre-printed rollstock.

Form, fill and seal is typically the lower cost approach, however the capital investment and operator skill will be greater than “Fill - Seal”. A variety of factors will determine the best route to choose including capital budget, core competency of personnel, production volume, fill volumes and frequency of

package size changeovers. The good news is you have a “choice” to go in the direction that suits your specific needs now and you can evolve as the future dictates.

RECLOSABILITY

Freshness of the product, as well as improved dispensing of the product may be enhanced after opening with the addition of a “press to close” zipper, “slider” zipper, “hook and loop” tape. The ability to add convenience and functionality to the pouch or bag style package is having a dramatic impact on flexible packaging. Consumer’s appreciate the convenience and are exhibiting this appreciation through repeat sales and increased brand loyalty.

SPOUTS & FITMENTS

Either handled as a pre-made – pre-spouted pouch and filled & capped or produced on - line as part of the form, fill and seal process the addition of dispensing spouts provides the ideal solution to dispensing a liquid or semi-viscous product from a flexible pouch package. The flexible characteristics of the pouch may also be used to “squeeze - dispense” a product. The spout is a familiar package feature to the consumer, as a result, they are showing a willingness to try this package innovation, which as we know is half the challenge of any new product – package introduction. Spouts are available in many different styles and configurations, along with closure designs that can also offer tamper evidence and child safety.

FLEXIBLE PACKAGING “SHAPES”

The technology to create “shape” into a flexible package design through the utilization of die cutting can now add character, personality and improved functionality to the package. Die-cutting may be done at converting level through the supply of pre-made pouches or performed on - line as an integral part of the form, fill and seal process.

GETTING STARTED

To expedite getting the innovation started many Contract Packagers have stepped up and invested in new flexible packaging machinery and systems that can offer you the opportunity to try one or more of these new flexible packaging formats through an initial test market and once proven successful, a national roll-out. The key is to “get started” and take one step at a time as you transition forward.

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