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Cc:
Date: Tuesday, April 17, 2012 12:01 pm
Subject: Flexible Packaging Newsletter | 5 steps to great flexible design

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PACKAGING

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FLEXIBLE PACKAGING Playbook Strategies

Strategies for successfully implementing flexible packaging projects

In this newsletter
- 5 steps to great flexible design
- Case study: Auto-bagger aids charity
- New machines & materials

This issue sponsored by:

BJ'S Wholesale Club replaces coffee can with new flexible pack

Citing enhanced flavor preservation and logistical cost savings, BJ's Wholesale Club is replacing its 40 oz canned ground coffee with a new, flexible package designed by Fres-co System USA, Inc. Read the case study.

Fres-co System USA, Inc

Case Study: Switching from bottom gusset to a side gusset saved $7.8 million!

Can you save $7.8 million by switching to a side gusset bag? Learn how to reduce materials by roughly 12% per bag, improve efficiency, and save greenhouse gases. Plus, add greater pack out on retail shelves.

Triangle Package Machinery Company

Large character printing in dusty environment

Video shows SQ2 Scorpion large-character ink-jet coder printing on multiwall cement bags in dusty, harsh-duty environment.

Squid Ink Manufacturing

Foodservice innovation: Stock rectangular deli packaging with universal lid sizes

Data sheet from Plastic Ingenuity shows clear, thermoformed food packaging in 8-, 16, 32, and 48-oz rectangular sizes with one universal lid size.

Plastic Ingenuity

April 17, 2012

Five steps to great design with flexible film

How to execute a flexible package design that allows for attractive aesthetics, protects the product and improves bottom-line results.

Flexible packaging is widening its reach as a preferred option as marketers fine-tune the specific results they are trying to achieve through packaging, and package development teams gain a better understand of what different resins can or can't do. Creative teams with clear branding objectives and who do their homework on the options available in film can harness flexible packaging's strengths through design to achieve their goals more effectively.

A well-executed flexible package design not only allows for attractive aesthetic finishing touches, it also can help protect the product and improve total bottom-line results. Well-thought-out flexible packages also can reduce the use of materials and energy, and require less space on trucks and in the pantry. Savvy brand owners are embracing these all-encompassing benefits of flexible packaging as they craft product messages that make eco-friendliness a cornerstone of the brand strategy. But to be successful, any effort involving flexible packaging requires a working knowledge of materials, film resins, application techniques, the capabilities and limitations related to film shrinkage, and printing, among other considerations.

READ FULL ARTICLE >>

Get the playbook!

Packaging World's free, comprehensive Flexible Packaging Playbook jam-packed with strategies for success, best practices, and pitfalls to avoid.

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Case study

Bagger automation aids charitable food efforts

Midwest Food Bank adds vacuum conveying, auger filling, and form/fill/seal bagging equipment to its arsenal to help fight hunger.

Supplier News

Ampac receives three Silver Awards from Flexible Packaging Association >>

Precision Color Graphics awarded Biodegradable Products Institute certification >>

Automated Packaging Systems expands its Six Sigma initiatives >>

Jeffrey Kellar joins Alpha Packaging as President and CEO >>

New Machines & Materials

High-speed VFFS bagger

Moisture-barrier film

Dispenser for sachets, pouches

Dissipative film

Side-seal shrink wrapper

Seafood packaging

VIDEO

PACKAGE DESIGN WORKSHOP
VIDEO SHORTS

Package design for wholesome, healthy foods

Eric Zeitoun of Dragon Rouge USA provides examples of packaging for products that represent some of the new food and beverage categories developed to address consumers' concerns with physical and mental health.

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