



PACIFICBAG INC

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## WHAT'S NEW AT PBi?

### THE STAND-UP POUCH: Final of 3 installments in our series on the Stand Up Pouch. Robert Hepburn, Pet Food Product Manager, Pacific Bag, Inc.

The SUP series has addressed thus far, stand-up pouch features, benefits, and their pitfalls. In this letter we will address numerous aspects of the stand-up pouch, including graphics, new reclosure and opening systems, and pour spouts.

#### GRAPHICS

The SUP offers a great billboard for advertising. The package has a clean and flat surface that is used to convey colorful messages, place widows to show off products, and insert coupons etc. More recently we have noticed an increase in designs that use a matte finish or muted colors. These are to dull down the surface; to make designs subtle and attractive. We see the frequent use of:



- complex graphics
- windows
- new product introductions
- matte finish

*Note: PBi refers customers to “PBi preferred rotogravure printing designers” or our in-house design services. It is vital that third party designers know reverse printing design and flexible packaging. The PBi preferred designers work directly with the customers to insure smooth transitions that take you from concept to design to production. Call us for details!*

#### NEW RECLOSURES

Zippers are great, but there are some new twists in the reclosure market too. Here are few neat ones:

- ◆ **Powder proof zippers:** The zipper makers know that some products get “hung up” in the zipper and make the zipper useless. More recently, several zipper manufacturers developed zippers that push fine particles, like flour and powders, through obstructions. The systems work and we have customers who love them!
- ◆ **Sliders:** Most of us know about sliders from the deli aisle. The slider is not a zipper; it is a distinct piece of plastic that slides across the top of the bag and provides a positive closure. We see a bright future for the slider, but it is harder to find bag makers who make slider bags and the slider is “pricey” (as much as three to four times more than a zipper...ouch!). PBi has the capability, however, the price has been a stumbling block. Nonetheless, we think the price will drop and the slider will gain momentum.



- ▶ **Laser score:** Many folks still use a small “notch” at the top of the package to help consumers tear of the top flap of the stand-up pouch. In some cases, consumers pull the flap across the zipper, use a knife, (or even their teeth) to get the bag open. The folks in packaging do not like this inconvenience and we have a plan. Laser scoring places a miniscule tear, or score line, across the top flap of the bag. The score line simplifies the process of opening the bag. It works!
- ▶ **Pour spouts:** Liquids, especially drinks and shampoos, need efficient pour. PBi has the ability to place spouts in SUP's. The options are vast, and we think the liquid markets are one of the next big arenas for conversion to SUP's.



This concludes our Stand-Up Pouch mini series. Some subjects were overlooked, but hopefully you gained a broader understanding of the stand-up pouch and its impact on today's market.

If you missed any of the letters in this series or would like additional copies, just give us a call and reference the letters below:

1. Letter #1 of SUP Series: Nov 2007: A description of critical SUP dimensions: face, gusset and length.
2. Letter #2 of SUP Series: Jan 2008: A description of subtler features such as zipper position, side seams, tear notches.
3. Letter #3 of SUP Series: Apr 2009: A description of the aspects of the SUP such as graphics, new reclosures, and pours spouts.