

# Should my product be in a Standup pouch?

Baby food, applesauce, snacks, sauces, pet food and other products have experienced retail success using a standup pouch packaging format.



## What benefits do pouches deliver over glass, cans or rigid containers?

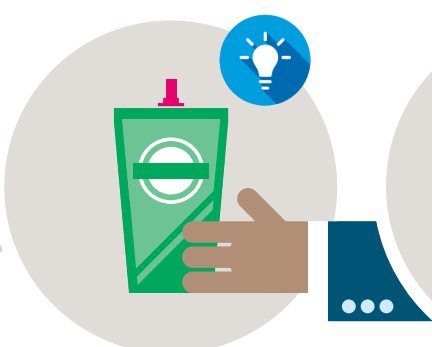
### Benefits to you



1

#### Drive growth & profitability

Increase usage occasions through functionality that pouches deliver and rigid containers cannot. Create visual disruption on store shelves with packaging that stands out from the competition.



2

#### Deliver relevant innovation to evolving consumers

Pouches deliver benefits to the evolving lifestyles of consumers - especially millennials - and their new buying habits. Millennials are familiar with and accept pouches.



3

#### Minimize risk and reduce costs

Updating your current packaging to a pouch format doesn't require large capital investments to trial or introduce. Gain savings in warehousing and transportation costs over rigid packaging options.

### Benefits to consumers

#### Functionality and convenience

74%



74% of U.S. adults indicate a food package that is easy to open is an important feature, while 82% indicate that a reclosable package is important.<sup>1</sup>

**Flexible pouches are easy to open, easy to pour and reclosable, creating an effortless experience for consumers.**

#### Portability

55%



55% of U.S. adults claim that portability is an important package attribute.<sup>2</sup>

**Pouches are lightweight and are easy to pack and transport just about anywhere for any occasion – at work, for a cookout or travel.**

#### Consume on the go

41%



41% of U.S. adults would choose a product over a competing product because it allows for ease of use on the go.<sup>2</sup>

**Spouted pouches allow for easy consumption without the use of utensils. Great for products like applesauce, yogurt, baby food, snacks and more. They're even a great option to take pet food on the go.**

#### See the freshness

54%



54% of U.S. adults agree it's important to see a product through its packaging.<sup>1</sup>

**BPA-free clear pouch film allows consumers to see the goodness and quality of the product.**

### Think green

#### Sustainability benefits

35:1

Improve product to package ratio by up to 35:1 vs. rigid containers.<sup>3</sup>

CO<sub>2</sub>

Decrease CO<sub>2</sub> emissions by up to 93% vs. rigid containers.<sup>3</sup>



Reduce carbon footprint: 26 truckloads of unfilled glass jars vs. 1 truckload of unfilled flexible pouches.<sup>4</sup>



Reduce materials going to landfills: collapsible lightweight pouches significantly reduce the amount of material going into landfills when compared to rigid containers.<sup>5</sup>

Go from pouch concept to commercialization in months, not years. Ask us how.

Learn more! Download our eBook at [bemis.com/profit-pouch-ebook](http://bemis.com/profit-pouch-ebook)

SOURCES: 1. Mintel; Food Packaging Trends – US – July 2014, 2. Mintel; Food Packaging Trends – US – July 2013, 3. FPA, "Flexible Packaging: Less Resources. Less Footprint. More Value." Case Study Brochure; U.S. EPA Municipal Solid Waste in the United States: 2007 Facts and Figures; FPA/Battelle Memorial Institute Report on the Sustainability of Flexible Packaging, 4. DuPont Packaging Awards for Innovation, 5. US EPA, ULS Report, January 2016 "A Study of Packaging Efficiency As It Relates to Waste Prevention."

Call **800.544.4672**  
or email [NorthAmericaFlexibles@amcor.com](mailto:NorthAmericaFlexibles@amcor.com)

