



**SOLUTIONS TO YOUR PACKAGING CHALLENGES**

# FLEXIBLE PACKAGING

## THE *FASTEST-GROWING* PACKAGING FIELD

Without sacrificing product quality or integrity, flexible packaging appeals to both manufacturers and consumers. As the fastest-growing and second-largest packaging segment in the U.S., flexible packaging combines container and label in one efficient solution. This reduces production and shipping costs and provides a larger surface area for more dynamic visual marketing. Shipping costs alone are up to **70% less** than with conventional containers and warehousing costs are similarly reduced.

## ENGAGE NEW CUSTOMERS

Consumers prefer flexible packaging, citing that they would be willing to pay more for the benefits it offers, like compact storage, easy opening, extended shelf life, convenience sizes & portability. With 81% of impulse buying prompted by new or engaging packaging, flexible packaging's visual impact offers a significant draw for new customers.

To stand out against your competitors, you will want to make the most of the visual potential of flexible packaging. With our high-quality four-color process printing capabilities, CIS will consistently produce outstanding, consumer-engaging graphics.



## QUALITY PRINTING MEANS SUCCESSFUL RUNS

A successful run of flexible packaging starts with quality printing. Poorly wound film or incorrect roll tension can result in the loss of an entire packaging run. CIS will ensure that all finished printed materials are perfectly set, meeting all requirements of the fulfillment house to make sure that production operates smoothly and without waste.

## LIMITLESS SALES OPPORTUNITIES

The variety available in flexible packaging presents possibilities for nearly every market segment. Different packaging materials and substrates allow for everything from single-dose pill packages to liquid refreshments to industrial and household chemicals. While food production is currently the largest sector of flexible packaging, the pharmaceutical and nutraceutical industries are rapidly adopting flexible packaging.

CIS currently offers a wide range of papers and films for flexible packaging. Call us today to discuss your products and make sure you are using the best possible materials for maximum shelf life, appearance quality and price point.



THE VARIETY AVAILABLE IN **FLEXIBLE PACKAGING** PRESENTS **POSSIBILITIES** FOR NEARLY EVERY MARKET.



## COST EFFICIENCY EXAMPLES: FLEXIBLE VS CONVENTIONAL PACKAGING

PACKAGE TYPE	BEVERAGE WEIGHT	PACKAGE WEIGHT	PRODUCT TO PACKAGE RATIO	*MSW LANDFILL PER 100G PRODUCT	ENERGY CONSUMED M/J 8 oz	EMISSIONS KGCO <sub>2</sub> E / 8 oz
Glass Bottle & Metal Cap	8 oz. (236 g)	198.4 g	1:1	54.5 g	3.36	0.29
Plastic PET Bottle & Cap	8 oz. (236 g)	22.7 g	10:1	6.0 g	3.0	0.18
Aluminum Can	8 oz. (236 g)	11.3 g	21:1	2.4 g	0.99	0.08
Flexible Standup Pouch	6.75 (199 g)	5.7 g	35:1	2.8 g	0.45	0.02

*Flexible Packaging Association. (2009). Flexible Packaging: Less Resources, Less Footprint, More Value.*

TALK TO OUR EXPERTS TODAY ► [www.innovationandsupply.com](http://www.innovationandsupply.com) | [keaton@innovationandsupply.com](mailto:keaton@innovationandsupply.com) | 770.561.5285