

FLEXIBLE INSIGHTS

Flexible Packaging Designs for a “Brand New World”

Those of us involved in the flexible packaging business have seen dramatic change in our industry in recent years. Many of the market-

places that we serve have evolved and so have their methods of packaging. Once an industry driven by price and price alone, we are now taking a leadership role in bringing

creative value-added solutions to the world of packaging. The continued market success of many new innovative products is dramatically raising the profile of flexible packaging by creating a ripple effect of opportunity in a broad array of product categories.

In today's marketplace a “good package design” must differentiate from the masses on the retail shelf, increase sales volume in flat market 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 consumer's attention, but shout “buy me”! To be successful in the market today you must not only achieve this sort of reaction with your packaging design, but the package must also function well and provide a positive, memorable experience for the consumer. When you have accomplished these important design objectives you have achieved “marketing magic”.

Today's package designers and marketers are breaking away from tradition

and designing packaging for a “Brand New World”, a world that is dramatically different from the past. We are looking toward the future and products that project this forward-looking image and philosophy will be successful.

New exciting features and benefits are being integrated in today's modern flexible packaging designs to add consumer convenience, build brand identity and improve the dynamics of the “product/package/consumer interface”.

Flexible packaging has come a long way in recent years, no longer just a simple pouch or bag, but a real packaging solution worthy of serious consideration. Innovative flexible packaging is providing true “form and function” benefits perfectly suited to today's realm of new product introductions that are focused toward convenience and point of use. The ability for any package to add to the product's

possibilities for today's package designers and marketers.

The technology to design shape into a flexible package through the utilization of die-cutting can now provide the unique ability to add character, personality and improved functionality to the package. These value-added design features in combination with the use of spectacular graphics and custom-designed barrier properties all add up to an innovative solution, not possible with many other packaging mediums.

Support your customers with mock-ups, marketing samples and an endless amount of imagination as they consider flexible packaging as their package design format of choice. Our industry possesses a multitude of talent and resources to support the market through each step of the creative process.

The design possibilities are endless and

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positive consumer usage experience is a valuable marketing benefit and can greatly enhance brand loyalty.

Flexible packaging functionality can be used to improve the ability to dispense a difficult product or extend the freshness of the product after opening through the incorporation of a reclosure feature. The ability to add convenience and functionality to the flexible packaging format through the use of enhanced features has opened a new realm of

a little help and guidance many of your customers may come up with some flexible packaging design “marketing magic” of their own. ■

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