

FLEXIBLE INSIGHTS

Get Up to Speed on Pouches

If you regularly read *Flexible Packaging*, chances are that you are already serving the rapidly growing global pouch and standup pouch packaging markets. If you're not presently participating, the time may be right to begin the development of a business strategy to join this swelling flexible packaging wave.



Calamusa

A unique opportunity for you and your company to "Get Up to Speed on Pouches" is approaching with the upcoming Packaging Strategies hosted Standup Pouches 2003 Conference scheduled for June 4-5 in Tampa, FL.

The program, now in its sixth year, is formulated to present an international perspective, both through its presenters and attendees who travel from around the world to participate

customers for the future. As an informed industry we are better prepared to overcome objection and the reluctance toward change, which as you know, is our toughest challenge as we transition to the future.

At last year's Standup Pouch conference, I met can and glass container suppliers representing the rigid packaging sector wanting to get a better understanding of the change occurring from rigid to flexible packaging and in particular the transition toward the retort standup pouch. They were amazed at the positive interaction of suppliers and the overall excitement by the attendees toward the standup pouch style package.

I will have the opportunity to present the North American standup pouch perspective in a kick-off session titled, "Creating Value through Vision...Global Markets and You." This session will focus on the global

variety of new and evolving flexible package formats sure to contribute to the continued growth of the flexible market by adding value, package differentiation, and consumer convenience.

Global innovation

You may ask...Why is an annual standup pouch conference necessary?

Well, given the dramatic growth experienced over the last few years, things are happening so rapidly and technology is evolving so fast it is hard to stay up to date on the total scope of global innovations taking place.

As standup pouch packaging is further introduced, adapted, and mainstreamed into a variety of industries, we will be constantly challenged by these diverse industries to meet their cost, productivity, efficiency, distribution, and consumer convenience issues and requirements. The better prepared we are as an industry, the

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and share their global outlook into the flexible pouch packaging marketplace.

Opportunities abound

The flexible packaging industry in total continues to do an excellent job of educating itself and its customer base on global flexible packaging technologies and the abounding market opportunities and application possibilities that exist. After all, we each have a responsibility to be well informed on "what's next" in order to better position our business and our

standup pouch market, its dynamics and application opportunities.

A multitude of other presentations on hot topics regarding standup pouch Packaging will be featured over the two day event, including updates on Retort Pouch Packaging, Fitments and Closures, Competitive Material Structures, High Speed Pouch Inspection, Ultrasonic Sealing, Printing Innovations, High-Speed Pouch Making, Standup Pouch Packaging Machinery, and System Productivity Enhancements. Additional presentations will focus on a

better we can serve this eager evolving customer base with up to date flexible packaging solutions.

For more information on attending this program visit www.standup-pouch.com or www.packstrat.com. ■

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