



# The modern packaging challenge

Making the transition from rigid to flexible packaging

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by **Presto**

Presented By  
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# FLEXIBLE PACKAGING ON THE RISE

Consumer flexible packaging will continue to grow at an annual rate of

4.1%

through 2022

Smithers Pira



Rigid Packaging



Flexible Packaging

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# BENEFITS

## Benefits of flexible packaging over rigid

47%

Resealable

44%

Easy to Store

35%

Easy Open

25%

Extended Shelf Life

26%

Easy to Carry /  
Portability

Harris Poll study for Packaging Strategies and the FPA

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## Experience Chain – Interactions with Packaging VS Product

### Packaging:

1. Shelf
2. Cart
3. Checkout
4. Transport
5. Pantry
6. Open
7. Dispose\*

### Product:

1. Consume

**7:1 Ratio**

Interactions with Packaging  
vs Product

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## Early adopters of flexible packaging



According to the FPA

58%

of cheese

is packaged in flexible plastic

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# Evolution of Flexible Packaging



# FLEXIBLE PACKAGING ON THE RISE



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# WHY FLEXIBLE PACKAGING WITH RECLOSABILITY?



In Mintel's 2014 US Food Packaging Trends reports, **reseal** ranks **second** only to freshness as a most desired consumer attribute.





# WHY FLEXIBLE PACKAGING WITH RECLOSABILITY ?

## The impact on your bottom line

Shoppers will pay as much as

14%  
MORE

Harris  
Poll

for packaging with reclosability



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## Functionality as a focus

Packaging Matters Report  
– West Rock

60%  
OF CONSUMERS

**purchased a product  
again because of  
packaging functionality**

“The Daisy inverted pouch solved many consumer problems the current sour cream tub inherently has. It provided a cleaner and accurate dispense, it dispensed directly onto your dish without having to dirty a knife. It fit better in the fridge door.”

Dave Johnson, Director Global  
Business Development, Flexibles

**Aptar**   
Aptar Food + Beverage



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## The future of flexible



Pool Chemicals with ChildGuard



Frozen Fruits and Vegetables



Loose Leaf Tea and Coffee with mini Slider

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# WHAT CHALLENGES ARE YOU FACING?

How does flexible packaging fit into my sustainability goals?

Are millennials interested?

Why have other brands made the switch?

How does this impact my bottom line?

Will consumers purchase my product in flexible packaging?

**Where do I start to make the switch to flexible packaging?**

What impact has e-commerce had on flexible packaging?

Are there applications that meet my unique product's needs?

Can I package my product in flexible plastics?

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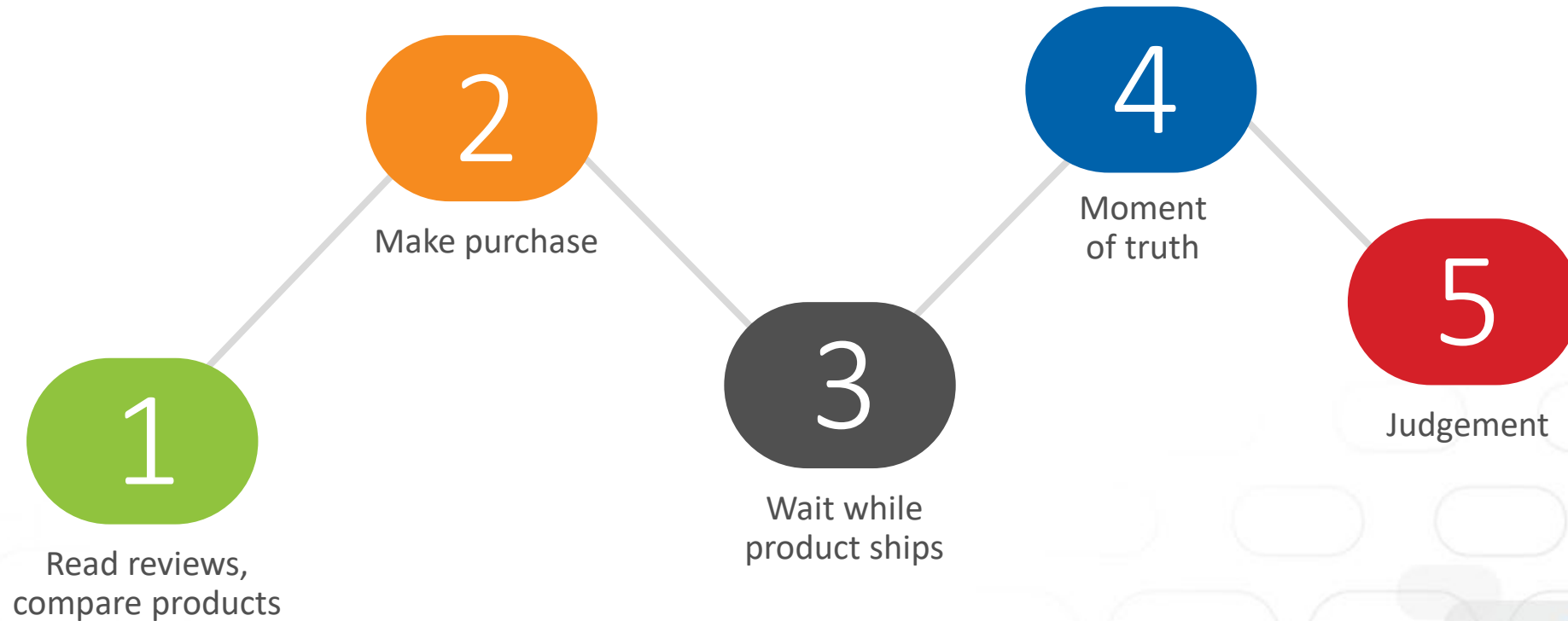
## Consumer trends: E-commerce

\$2.7T  
2018



\$4.5T  
2021

# Consumer trends: E-commerce



## Consumer trends: E-commerce



Rigid Packaging



Flexible Packaging

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## Consumer trends: E-commerce



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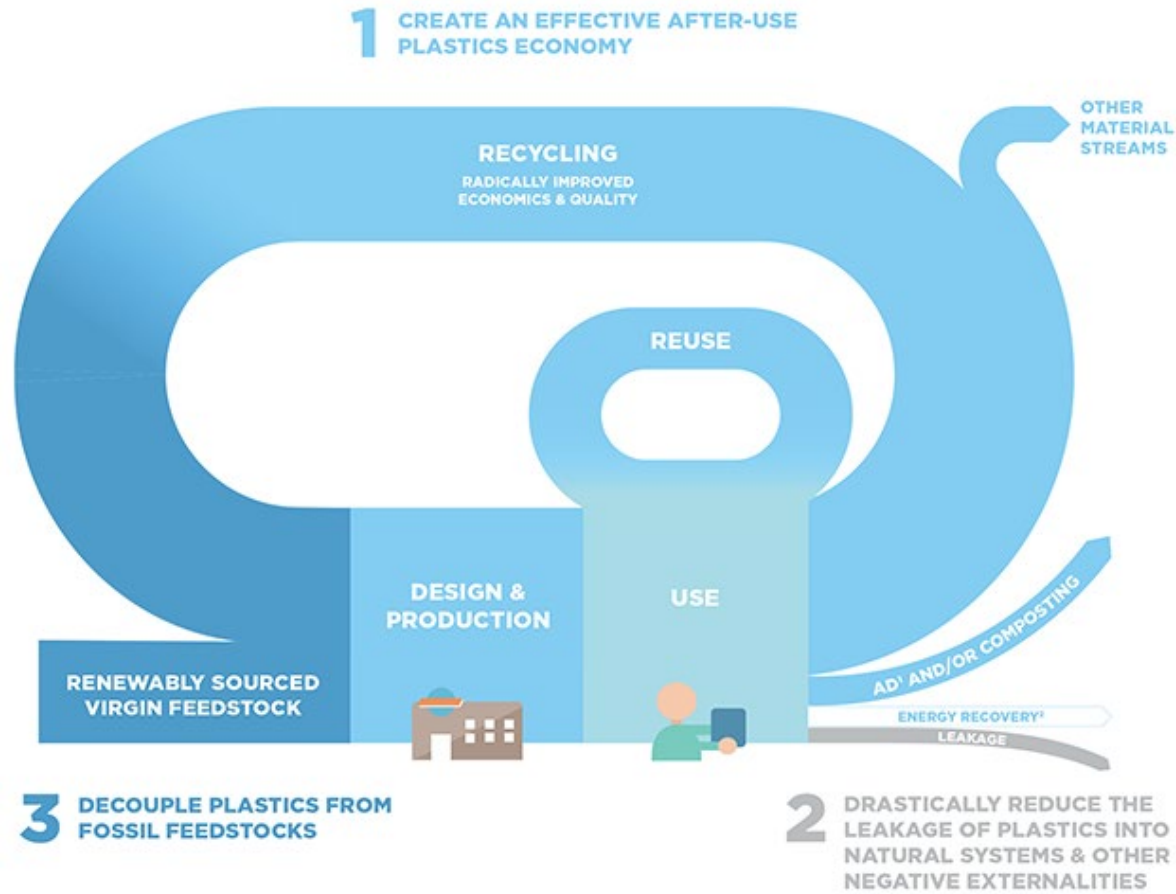
## Consumer trends: Sustainability



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## Consumer trends: Sustainability



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# Consumer trends: Sustainability

FPA study found that **flexible packaging** had the following impact on the shelf life of food:



# Consumer trends: Millennials and Convenience

### YOUNGER MILLENNIALS (1989-1996)

- Single lifestyle
- On-the-go
- Looking for convenient, single-serve products



### OLDER MILLENNIALS (1981-1988)

- Starting families
- Budget conscious
- Looking for bulk packaging that keeps products fresh

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# Consumer trends: Millennials and Convenience



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## Where to start



Packaging Matters Report  
– West Rock

66%  
OF CONSUMERS

tried something new  
because the packaging  
caught their eye

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## Transition Strategy



- Start small
- Realistic timeline
- Use the supply chain
- Outsource production
- Track results

# MAKING THE SWITCH

## Where to start

PHASE 1  
GET IN THE GAME

PHASE 3  
EXTEND

PHASE 2  
MEASURE/ADJUST

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# By the Numbers

## Brands see the value

57%

Lowered  
production costs

49%

Lowered  
transportation costs

39%

Sales increases  
of up to 10%

37%

Improved competitive  
positioning

16%

Ability to price  
at premium

Harris Poll study for Packaging Strategies and the FPA

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## Resource Contributors

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**E-BOOK**

## **Packaging Matters: Keeping Up with Consumers**

Five Industry Trends Shaping Tomorrow

[Fresh-lock.com/ebook](http://Fresh-lock.com/ebook)

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# Q&A SESSION

Any questions?



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