

Box Pouch

Features and Benefits:

Versatile

- The *box pouch* is a versatile packaging option with fully customisable size and dimensions. These pouches are suitable for various product types including liquids, dry goods and frozen free flow products. Excellent for refill applications

Shelf Impact

- The *box pouch* offers a greater number of product facings on the supermarket shelf as well as packing efficiencies for transport and export. Even when holding light-weight products (less than 20g) the box pouch sits neatly on the shelf providing strong visual impact and stability. The box pouch provides large real estate with five printable faces for strong brand presence.
- The *box pouch* has print-registered side and bottom gussets to enable 'wrap around' print for great brand impact. At Snell Flexibles we offer crisp photographic quality imagery through the gravure printing process.

Packaging Optimization

- Due to its square design, the *box pouch* can functionally replace a carton with reduced processing and packaging. Using pouches to replace other packaging formats such as tin cans provides an opportunity to reduce packaging material by up to 85%. Snell Flexibles is a partner in the **Soft Plastics Recycling Scheme** which means that pouches are now fully recyclable in New Zealand and Australia.

Strong Consumer Appeal

- The *box pouch* is a modern, appealing pack. It can be fitted with a wide range of re-sealable/re-closable options including spouts, ziplock and velcro closures for consumer convenience and appeal.

Customised Construction

- The *box pouch* can be constructed using multiple film/laminate types for customised barrier protection to maintain freshness and extend the shelf life of your product.

Smart Packaging Solutions

- A modern alternative to a carton, the box pouch allows packaging to be optimised in a move from a carton plus liner to a single barrier pouch. The box-like shape allows two stacks of three different flavours or varieties to sit on a single supermarket shelf facing.

Packaging Processes

The Box Pouch is used for dry/wet products and can suit:

- Ambient, Warm, Hot-fill
 - Ambient fill (up to 60°C), warm fill (60°C-75°C), hot fill (85°C-100°C) and will not deform or leak during and/or after filling.
- Ambient, Chilled and Freezer Storage Applications



- The box pouch is suitable for ambient, chilled and frozen products due to the wide range of film structures available. Construction is tailored to end use.
- Modified Atmosphere Packaging
 - Designed to retain MAP gas as long as possible, the correct barrier laminate construction will keep product in the best possible condition for as long as possible.
- Manual and Automated Packaging Lines
 - We work to understand customer processes so that we can deliver packaging in a form that fits your automation requirements. Our experience Flexibles team will help customers optimise their packaging and processes to minimise downtime. We have a wide understanding of all packaging systems, so we can often solve technical problems before they occur

Packaging Options

- Single ply, two-ply, three-ply, four-ply barrier and non-barrier structures, co-extruded 7, 9 and 11 barrier film structures

Packaging Film Finishes

- Plain, printed up to 10 colours, matt, gloss, matt/gloss highlights, paper

