

Stand Up Pouches

Features and Benefits:

Versatile

- *Stand Up Pouches* are a versatile packaging option with fully customisable size and dimensions. Excellent for multiple use and refill applications. These pouches are suitable for various product types including liquids, dry goods and frozen free flow products. 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.

Brand Impact

- *Stand Up Pouches* provide large printable faces for strong brand impact on the shelf. At Snell Flexibles we deliver crisp, on-brand, photographic quality imagery through gravure printing.

Strong Consumer Appeal

- The *Stand Up Pouch* is a modern, appealing pack that can be die cut to any shape or form. 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. Replaces the single use pillow pack.

Customised Construction

- The *Stand Up Pouch* is easily customisable and can be constructed using multiple film/laminate types to provide 'fit for purpose' barrier protection.

Smart Packaging Solutions

Stand up pouches are an attractive entry level pack. By tailoring the shape and customizing the closure, stand up pouches can cost-effectively add appeal and value to the consumer. This mainstream pouch is available at lower minimum order quantities, starting at around 10,000 depending upon size.

Packaging Processes

Stand up pouches are suitable for:

- Ambient, Warm, Hot-fill
 - o 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.
- Retort
 - o 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

