

Mespack offers innovative solutions to address evolving packaging markets

In recent years, the global packaged consumer goods market has experienced a dramatic increase in flexible packaging. This growth has reached beyond niche and new product introductions as changes have begun to impact mainstream products as well. In some cases, there has been a shift of complete product categories toward innovative flexible packaging, particularly the popular stand-up pouch format. Numerous product categories have been introduced or re-introduced in innovative flexible packaging including single serve beverages, cereal, snacks, instant beverages, baby foods, confectioneries, pet treats, pet foods, frozen foods and a host of other everyday food and non-food product applications. This type of package marketing success and momentum toward a new packaging style has been absent for many decades.

The trend toward flexible packaging has mainly been driven by companies looking for ways to differentiate their products from the competition, add consumer convenience through improved methods of re-closing and provide an innovative marketing approach to stimulate the sales of flat growth mature products and stagnant brands. However, flexible packaging provides benefits to the packager beyond good marketing, including reduced materials expenses. In addition, the increasing concern for the environment, cost of logistics and transportation are having a dramatic impact on the focus of the “total package” particularly when compared to many rigid or semi-rigid methods of packaging including boxes, bottles, cans, jars, jugs and composite cans.

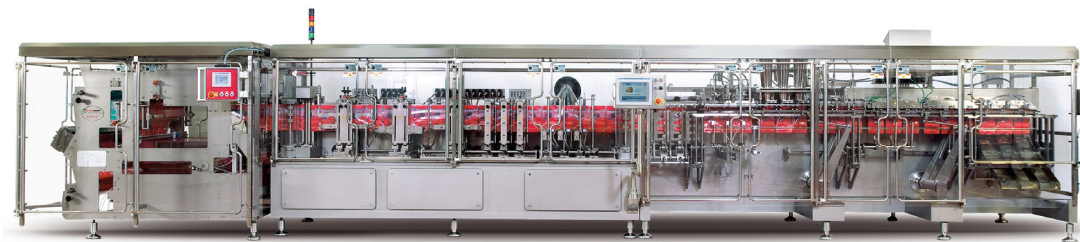


The stand-up pouch in particular has been strategic in introducing a new category of value added products, which are creating excitement on retail shelves and significantly contributing to the success of these new products. Stand-up pouch products are not only being introduced by national brands.

A multitude of entrepreneurial or smaller forward looking companies, as well as the major private brand retailers have been drawn to the interesting shapes, explosive graphics and the advantages of “flexible marketing” (directly on the shelf, display pegged, tray packed or multi-packed). The options are ideal for today’s multi-faceted marketing outlets including supermarkets, super centers, club stores and convenience stores.

The stand-up pouch format has successfully demonstrated an ability to accommodate a multitude of dry (powder, granular, particulate) and frozen product applications. The possibility to not only add zipper or slider re-closure, but also spouts, fitments and specialty dispensing features has resulted in a growing shift toward liquid or puree applications including condiments, fruit puree, baby food, sauces, toppings, liquid detergents and personal health care products.

Mespack, a global leader in flexible packaging machinery, offers various solutions to accommodate the increasing market demand for flexible packaging. For example, the new H-540-6 (6-UP) form, fill and seal system with on-line top spout



insertion produces up to 300 PPM and is ideally suited to fruit puree, apple sauce, baby food, sauces and condiments. The machine is an ex-

cellent option for either a consumer products company or a contract packager interested in providing popular innovative pouch packaging to their customers.

In addition, Mespack’s product line includes a new H-570 SCD fill seal system for handling pre-made bags for a wide variety of product applications. The system is configured in a duplex (2 UP) operating format, producing up to 100 PPM. The H-570 SCD can accommodate the popular stand-up pouch or side gusset bag formats in a broad size range and a multitude of applications.

For the past 13 years ALLIEDFLEX® has been the exclusive sales and marketing partner in North America for Mespack, providing technologically advanced stand-up pouch machinery to the North American market.

Visit Mespack and ALLIEDFLEX® at Pack Expo 2016 in booths N-5314 and S-4172 to learn more about their innovative packaging solutions.



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