

# FlexoImpressions GUIDE TO FLEXIBLE PACKAGING

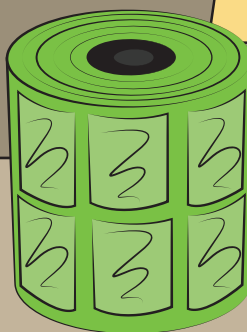
## TRENDS

- Unique pouch shapes
- Convenience/ease of use
- Single serve, "on the go" packaging
- Entrance into new product markets
- Sustainable packaging

## BENEFITS

- Versatile
- Functional
- Convenient
- Innovative
- Shelf appeal
- Product protection
  - Reduced packaging weight
- Easy to open and reseal
- Durable

## INDUSTRY STATS



- The estimated size of the U.S. flexible packaging industry is \$26.7 billion (a)
- Converted flexible packaging is expected to rise 3.8% annually in the U.S. through 2015 (b)
- Pouches are expected to grow 5.1% per year to 2016 (c)

## AMOUNT OF PACKAGING NEEDED TO PACKAGE 60 LBS OF BEVERAGE (d)



## POUCH TYPES



(a) "FPA Flexible Packaging Industry Segment Profile Analysis." Flexible Packaging Association, Information Brief, 15 April 2013.

(b) "Converted Flexible Packaging to 2015." The Freedonia Group, October 2011.

(c) "Pouches to 2016." The Freedonia Group, July 2012.

(d) FPA, "Flexible Packaging: Less resources. Less footprint. More Value." Case Study Brochure.