

# Flexible Packaging

Choosing the right flexible package for your product is critical. From catching attention at point of sale to protecting the contents, your product packaging must perform without failure. At Taylor Communications, we understand the role packaging plays in your success and will work with you to create the perfect flexible packaging solution.



## Benefits of Flexible Packaging

Flexible packaging is the confluence of technology and innovation. It adds value and marketability to both food and non-food products. Flexible packaging:

- Extends shelf life and increases food safety
  - Air tight seal
  - Strong barrier protection
  - Less prone to breakage
- Provides ease of use and convenience for the consumer
  - Easily portable
  - Re-sealable
  - Heats contents evenly
- Allows you to stand out on shelf
  - Provides countless options for decoration
  - Superb printability
  - Can incorporate foils and holographic images
- Is eco-friendly\*
  - Smaller and thinner than glass, paper and metal
  - Use 60% less plastic and 23% lighter than traditional rigid packaging
  - Higher product to package ratio than rigid packaging
  - Reduced CO<sub>2</sub> emissions in production and transport

\*Source: Flexible Packaging Association

## Case In Point

### The Challenge

A health food manufacturer was searching for a unique, customer-friendly, sustainable, and easy-to-use packaging solution for their new gluten-free organic snack. They had explored sourcing the packaging overseas, but really wanted to keep the business local.

### Our Solution

After an in-depth consultation to fully understand their needs, Taylor Communications guided them to a flexible packaging solution that satisfied all their objectives. The chosen stand-up pouch is attractive, re-sealable, lightweight, easy-to-open and sustainable.

### The Results

A packaging solution that is attractive, convenient, versatile, sustainable and easy to use.

The manufacturer was able to keep the printing and production nearby, including the converting and filling. This created better oversight and control of the packaging process.

The product has received excellent customer response, and is now sold in major health food and grocery stores nationwide.



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## The Taylor Communications Advantage

A wide array of innovative products and customer centric services deliver a high quality flexible packaging solution second to none.

### Products



We offer a broad range of material options, including lightweight, printable film-faced laminated structures that showcase your product and provide specific performance characteristics required by the finished application.

- High quality Wide Web flexographic and digital printing for roll stock or finished pouches
  - Shorter lead times
  - Quick design changes with no die charges
  - Up to 10 colors
- Solvent-free lamination in a wide variety of materials including barrier film, PET, OPP, Metalized Film and Nylon
- FDA-approved food-contact barriers
- Single-ply barrier and heat-seal films
- Laminated pouches for dry foods and powders with integrated tear-offs and/or zippers

### Services



High quality and innovative products are crucial to packaging success. When paired with exceptional services and attention to detail, it creates a program that is holistic and ensures production and cost efficiency.

- Application and Research & Development Specialists
- Graphic Design and Production
- Local Sales and Customer Service
- Inventory Management and Strategic Logistics
- Online Ordering and Proofing

### Trusted Expertise

We have over 50 years of experience in flexible packaging. With a keen eye on quality and consistency, we assure high quality packaging every time.

- ISO 2200 Certified
- ISO 13485 Certified
- G7 Master Printer Certified
- 100% Vision Inspection

Flexible packaging makes thousands of products more convenient, enjoyable and safer for consumers. There's no better time to consider Taylor Communications flexible packaging for your new product line or as an upgrade to an existing package.

## Flexible Packaging is Growing

Convenience and ease of use drive today's consumer's decisions. That's why portable, re-sealable and lightweight packaging has grown in popularity.

This is particularly true for Millennials, who represent about a fourth of the U.S. population with \$200 billion in annual buying power. With less time to spare and more options than ever, they cite convenience as a need that is increasingly addressed by the innovations offered by flexible packaging.

Source: Flexible Packaging Association