



Flexible Packaging

Choosing the right flexible package for your product is critical. From catching attention at point of sale to protecting the contents inside, your product packaging must perform without failure. At Prime Labels & Packaging Group, 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.

Extends shelf life and increases food safety

- Airtight seal
- Strong barrier protection
- Less prone to breakage

Provides ease of use and convenience for the consumer

- Easily portable
- Resealable
- Evenly heats contents

Helps your products stand out on the shelf

- Countless options for decoration
- Superb printability
- Options for foils and holographic images

Increase sustainability

- Smaller and thinner than glass, paper and metal
- Uses 60% less plastic and is 23% lighter than traditional rigid packaging
- Higher product-to-package ratio than rigid packaging
- Reduced CO2 emissions in production and transport



Case in Point

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. The clients had explored sourcing the packaging overseas, but sought to keep the business local.

Solution

After an in-depth consultation to fully understand the challenge, Prime Labels & Packaging Group guided the client to a flexible packaging solution that satisfied all key business objectives. The chosen stand-up pouch is attractive, resealable, lightweight, easy-to-open and eco-friendly.

Results

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 an excellent customer response, and is now sold in major health food and grocery stores nationwide.



The Prime Labels & Packaging Group Advantage

An 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
 - Airtight seal
 - Strong barrier protection
 - Less prone to breakage
- Provides ease of use and convenience for the consumer
- 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

Flexible Packaging is Growing

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

This is particularly true for millennials, who represent about one-fourth of the U.S. population with \$200 billion in annual buying power. With less time to spare and more options than ever, they need the conveniences that innovative flexible packaging offers.

Source: Flexible Packaging Association

Trusted Expertise

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

- ISO 2200 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 Prime Labels & Packaging Group flexible packaging for your new product line or as an upgrade to an existing package.

