



## ADVANTAGES OF FLEXIBLE PACKAGING OVER RIGID PACKAGING

Brands are always looking for innovative ways to improve upon their business model. Packaging is an important element in this search. In order to make the right choice for your product line, you will need to familiarize yourself with the options that are available. In general, packaging options lie between flexible and rigid packaging. The choice between the two types is a critical one when taking into account aspects such as cost effectiveness, sustainability, design, and shipping. Here, we'll examine the characteristics of both rigid and flexible packaging and discover the pros and cons of each type when considering these aspects.



## What is flexible packaging?

Flexible packaging is pretty much exactly what it sounds like - it can be bent and molded into shape without breaking. Not only is it flexible in shape but it's easily customized for size and products. You'll see this type of packaging in bag and pouch form for products such as cereal, snack foods, coffee and even cleaning products.



## What is rigid packaging?

Easy enough - rigid packaging is not designed to bend and is meant to retain its shape. This packaging is meant to provide structure and protection for the products contained within. Glass bottles, rigid plastic, carton boxes and aluminum cans are all examples of rigid packaging.

## Flexible Packaging Decreases Shipping Costs and Carbon Footprint

# 1

Truckload of unfilled flexible pouches

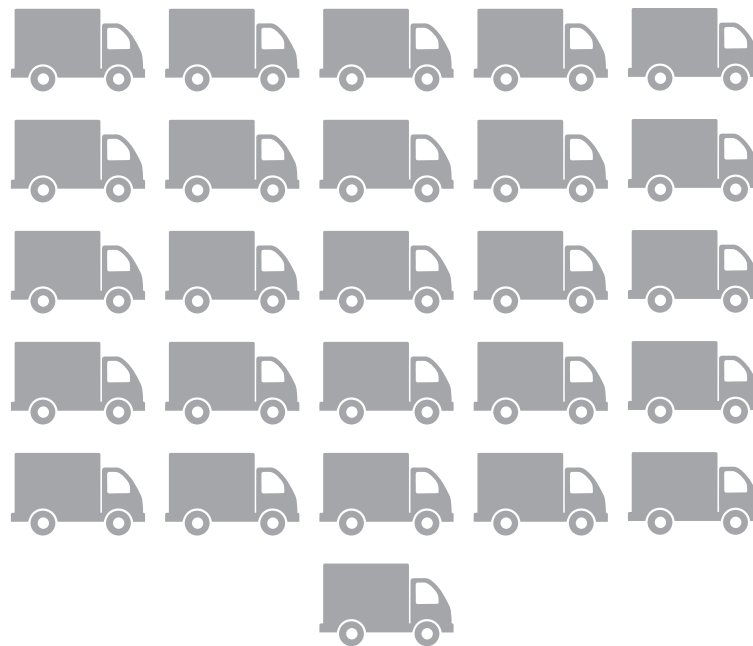


vs

More than 

# 26

Truckload of unfilled glass jars



## Cost Effectiveness

Flexible packaging tends to use fewer materials as well as lighter materials. There is a much higher product to package ratio with flexible packaging than with rigid plastic packaging, which requires more material to contain the same amount of product.

It's certainly true that some films require more layers, and thus more materials are used in production. However, the savings are still considerable when you take into account the longer shelf life that food products experience with these technologies.

Keep in mind also that removing products such as apple sauce from a metal tin can result in less product yield for customers. The structure of a flexible pouch can increase this yield up to 20%. This results in savings to customers as well.

## Sustainability

The lightweight nature of flexible packaging not only saves money, but also lowers a product’s carbon footprint. This type of packaging takes up much less space in shipping, as seen in the graph above.

Production of flexible packaging materials also tends to require fewer resources such as fossil fuels and water than more traditional forms of rigid packaging. Since sustainable flexible packaging uses less material, it tends to take up less space in landfills as opposed to rigid packaging materials such as glass or metal.

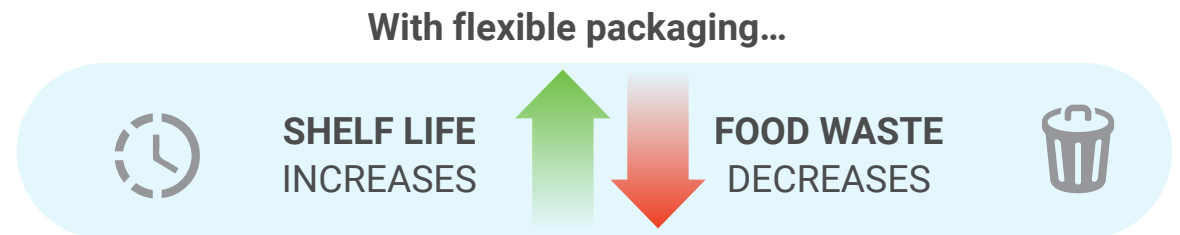
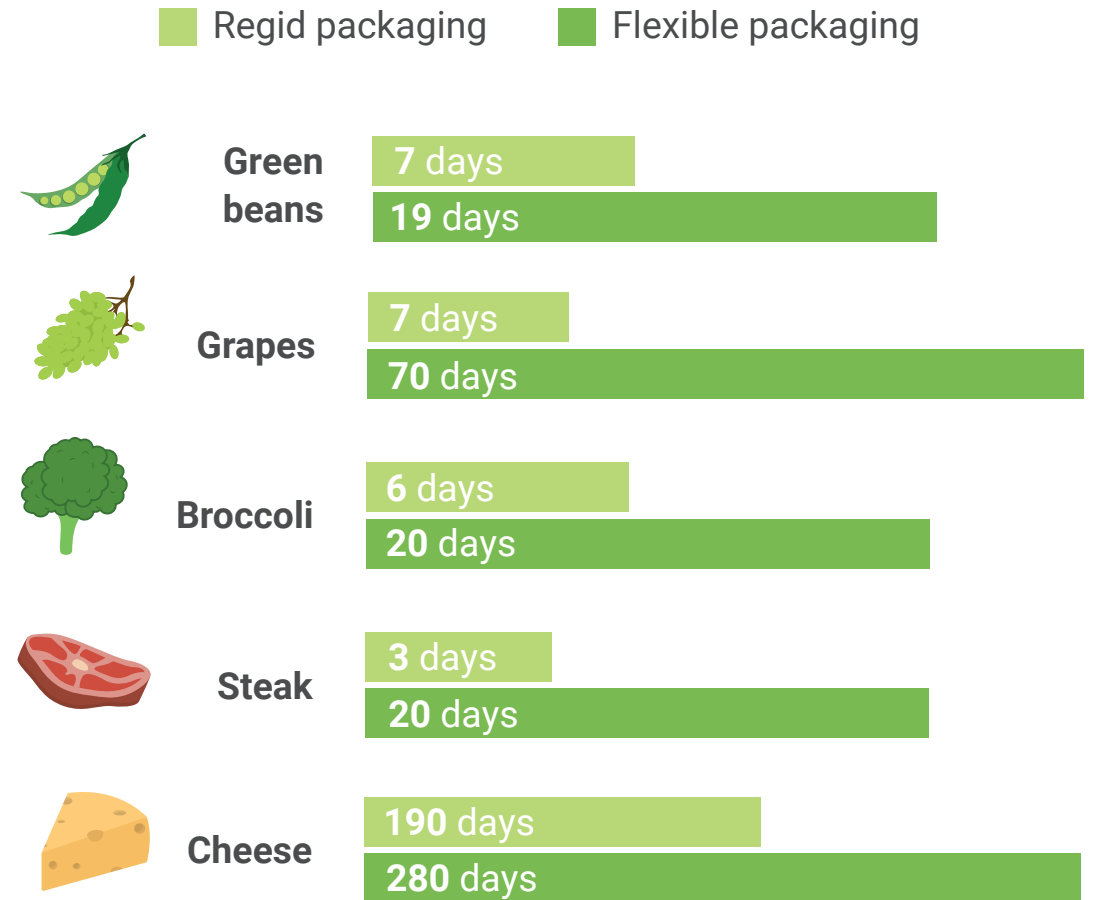
Rigid plastic packaging contains much more plastic material than its flexible packaging counterpart, sending a greater quantity of waste to landfills.

We all know that food waste is a huge global problem.

“In the United States, 40% of food is lost or wasted, annually costing an estimated \$218 billion or 1.3% of GDP. Food accounts for 24% of solid waste to U.S. landfills, which are the third largest source of human-related methane emissions in the United States.”<sup>1</sup>

Flexible packaging is designed to increase shelf life for its contents, resulting in less waste. Food products can be kept up to three times longer than unpackaged food.

## FLEXIBLE PACKAGING EXTENDS AVERAGE SHELF LIFE





## Design

Flexible packaging films are customizable and can utilize a brand's logo and colors on virtually its entire space. Print quality is high and graphic designers can really make the most of the visual presentation of the package.

Not only are the printing and design elements easily customized, but flexible packaging materials can be molded into any shape or design to stand up or hang from a peg on a retail shelf.

Pouches can be customized to include features such as degassing valves that allow gasses to be released from the product without allowing air into the product. Other features include spouts and resealable closures. All of these features are possible with flexible packaging and are less common in rigid plastic packaging options.







## Storage and Shipping

During the shipping process, there are bound to be accidents. Rigid packaging can be a very protective material, but is prone to dents and breakage when dropped. Rigid plastics are prone to cracks when dropped. This can compromise the contents. Flexible packaging, by its very nature, tends to bounce back when dropped from a vehicle or storage shelf, reducing product loss.

Flexible packaging offers a wide variety of barrier properties, such as multiple layers of polymers. This provides thermal shielding, which aids storage capabilities and extends product shelf life. As stated previously, flexible packaging can be stored in smaller spaces and shipped in fewer vehicles due to its lightweight materials.



## Polymerall Knows Flexible Packaging

Today's shoppers are concerned about reducing their carbon footprint and like to know how their purchases are making a positive impact. They look for attractive packaging that's easy to use and convenient for life on the go.

At Polymerall, we can help you find the flexible packaging solution that will provide that convenience and appeal to your customer base. Give us a call to find out more about how our pouches and rollstock films can be customized for your product today.



### Resources:

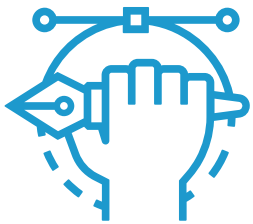
1<https://www.epa.gov/international-cooperation/international-efforts-wasted-food-recovery#:~:text=In%20the%20United%20States%2C%2040,emissions%20in%20the%20United%20States.>

2<https://www.worldpackaging.org/Uploads/SaveTheFood/FPAValueofflexiblepackaginginreducingfoodwaste.pdf>

## Why choose Polymerall?

### We Are Your One-Stop Go-To for All Your Flexible Packaging Needs

Our team of creative professionals is dedicated to improving brands with customized, efficient and innovative flexible packaging solutions. Producing custom printed, laminated and specialty finished rollstock, laminated films and high-barrier films is one of our specialties.



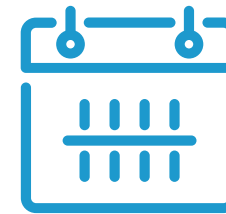
#### Customizable Design

We offer high-quality packaging solutions with sustainable alternatives such as oxo-biodegradable additives, water-based inks and solvent-less lamination, plus all our packaging can be recycled by consumers.



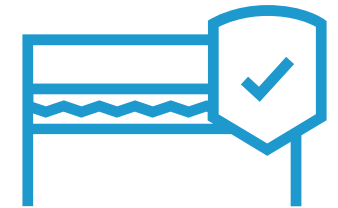
#### Minimum order quantities

We are proud to offer low minimum order quantities.



#### 4 week lead time

4-week lead time, while we work with each client to ensure their product is designed to boost sales, maintain freshness, and lead their company to success.



#### Highest safety certifications

Our facilities and operations have also been awarded the highest safety certifications possible, including the ISO 9001 Quality Control Certification, and the FSSC 22000 Food Safety Certification.



Our manufacturing facilities hold **ISO9001, FSSC 22000, FDA and HACCP certifications** that guarantee the quality of our products and services.





