

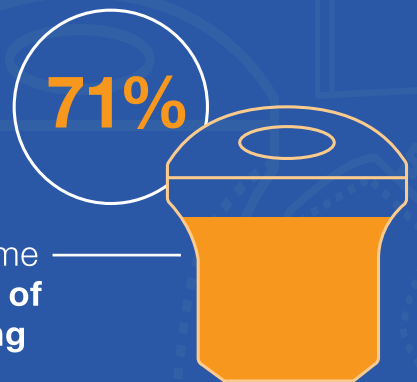
SWITCHING STRENGTHENS SALES

Switching to flexible packaging increases brand owner sales

THE PROOF IS IN THE POUCH



When asked directly about sales impact, **55% of brand owners said they saw a sales increase**



When given the choice between the same product in non-flexible packaging, **71% of consumers prefer flexible packaging**

MONEY TALKS

On average, Americans are willing to spend **10.3% more** for food in flexible packaging



79% of Americans believe there are benefits to having food products stored in flexible packaging vs. non-flexible packaging



Americans ages 35-44 are willing to spend **15.5% more**



Parents of children under 18 are willing to pay **17% more**



Americans ages 18-34 are willing to spend **17.2% more**

SURVEY SAYS

The top 3 benefits of flexible packaging over non-flexible packaging consumers cited were:



Ability to Reseal
47%



Easy to Store
44%



Easy to Open
35%

The top 5 products consumers prefer in flexible packaging instead of non-flexible:



61%
Snacks/Salty Snacks



44%
Cereal/Breakfast Products



40%
Fresh Produce



40%
Meat or Poultry/Seafood



40%
Cheese/Dairy