

# Global Market Opportunities for Pouch Packaging

The Inevitable Shift toward Innovative Flexible Packaging

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# The Authority in Standup Pouch Packaging & Machinery



Flexible Packaging Solutions



ITC Pick & Place Case Packaging System



FLX R8 Rotary Standup Pouch Fill & Seal System



Velteko Standup Pouch 360



Aranow Multi-Lane Stick Pack System



UPS EVO Configured to Package a Variety of Products and Bag Formats



Automatic Dry & Liquid Filling & Sealing Machine



HDG RB Series In-line Rotary Pouch System



Spout Filling and Capping Machine for Spouted Standup Pouches



Pre-Made Spouted Pouch Packaging System that Fills Through the Spout

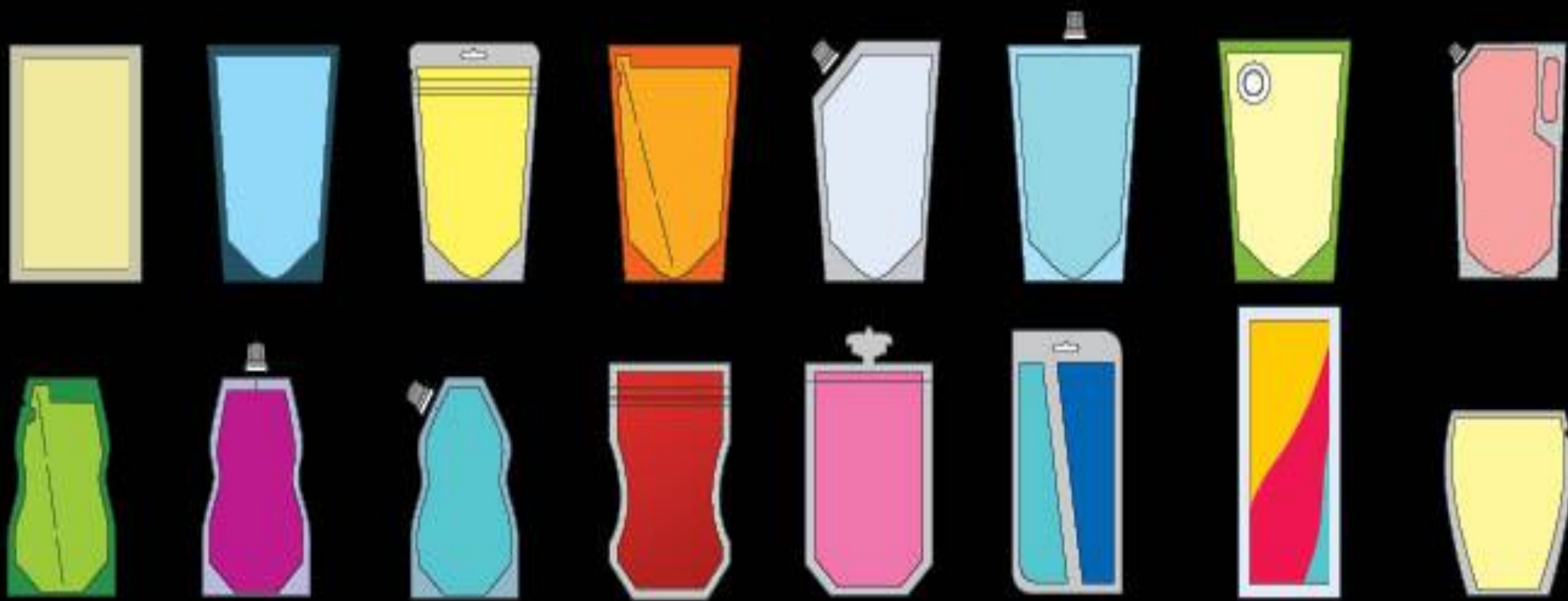
## Flexible Packaging Machinery Solutions

780 Apex Road, Sarasota, FL 34240 • 941.923.1181 • [www.StandUpPouch.com](http://www.StandUpPouch.com)





# A Multitude of Pouch Packaging Possibilities



# A Multitude of Bag Packaging Possibilities



# Rigid Packaging (Glass / Plastic / Metal) is in Dieruptio



Rigid Packaging Formats Made from Fossil Fuels



# The Real Cost & Environmental Harm of Rigid Packaging: Logistics, Transportation, Energy Consumption, CO2



Approximately 2,000,000  
Semi Trucks on the road

Average 3-6.5 MPG

Millions of Tons of CO2

Global Warming Nightmare  
or Nothing to see here?

One truckload  
of flat pouches



often equals between **15-25 truckloads**  
of empty rigid containers

# Why is a Packaging shift occurring globally?

- Growth of New Value Added Products, New Market Outlets, E-Commerce
- Packaging Change Disrupting Mature Product Categories.
- New Product ~ New Packaging | Existing Product ~ New Packaging
- Cost Reduction Initiatives highlighting the benefits of Flexible Packaging
- Environmental concerns driving Fossil Fuel reduction & Sustainability goals

# Packaging is in Transition





# Spouts, Zippers, Specialty Closures & Fitments add Convenience, Functionality and Disposability to the Flexible Packaging Movement

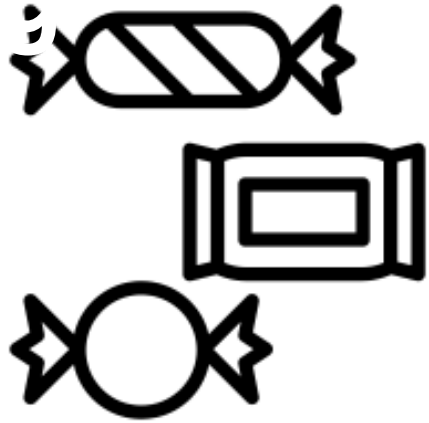


# Expanding Retail Market Outlets are driving Packaging Change and Creating





# Multitude of Markets Embracing Pouch







# YES please!



**Welch's**  
FAMILY FARMER OWNED



A delicious breakfast protein smoothie without the prep or clean-up! Enjoy at home or on-the-go!

- 12 Pouches per case
- Case is display ready
- Ready to Drink



**NATURAL  
FLAVORS**

**ADDED COLORS FROM  
NATURAL  
SOURCES**

**DAIRY  
FREE**

**8g  
PROTEIN**

**3g  
FIBER**









Millennials, those ages 18 to 34, now constitute 25% of the U.S. population, or approximately 80 million people. “There are a lot of them,” says Mark Alexander, president of Campbell’s North America. “And they spend a lot of money.”

The “Go Soups” are premium-priced at \$2.99 per pouch versus \$1.09 for a can of soup.





ALL YOU NEED IS A FORK,  
A MINUTE & A MICROWAVE!







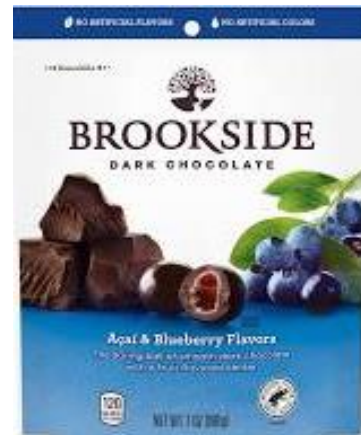
Pasta for 2  
Ready in  
60 seconds  
in the

Mature Product Categories & Brands being  
Re-Positioned toward Consumer Convenience

# New Entrepreneurial Brands are Disrupting the market









# Never say Never to Cereal in a Standup Pouch!

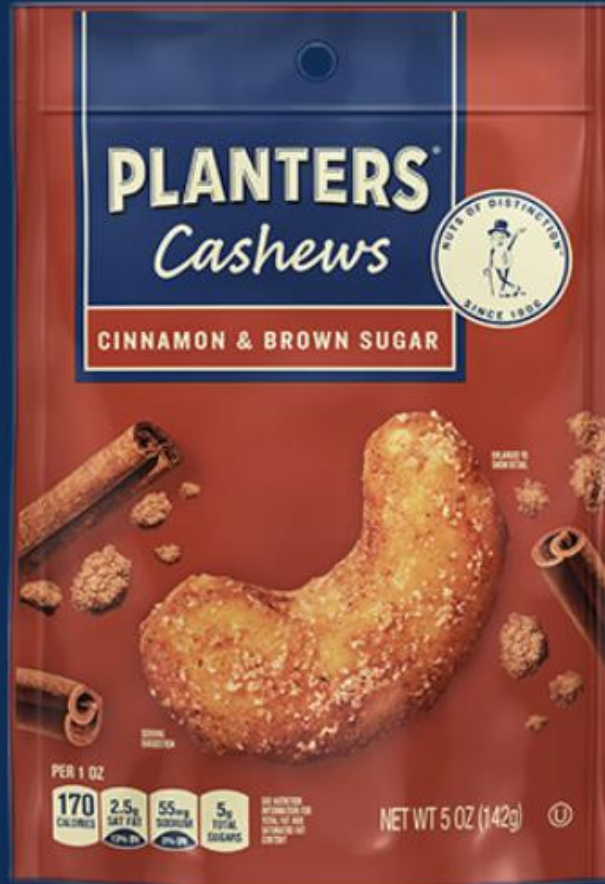








# Snack Brands embrace the Standup Pouch!



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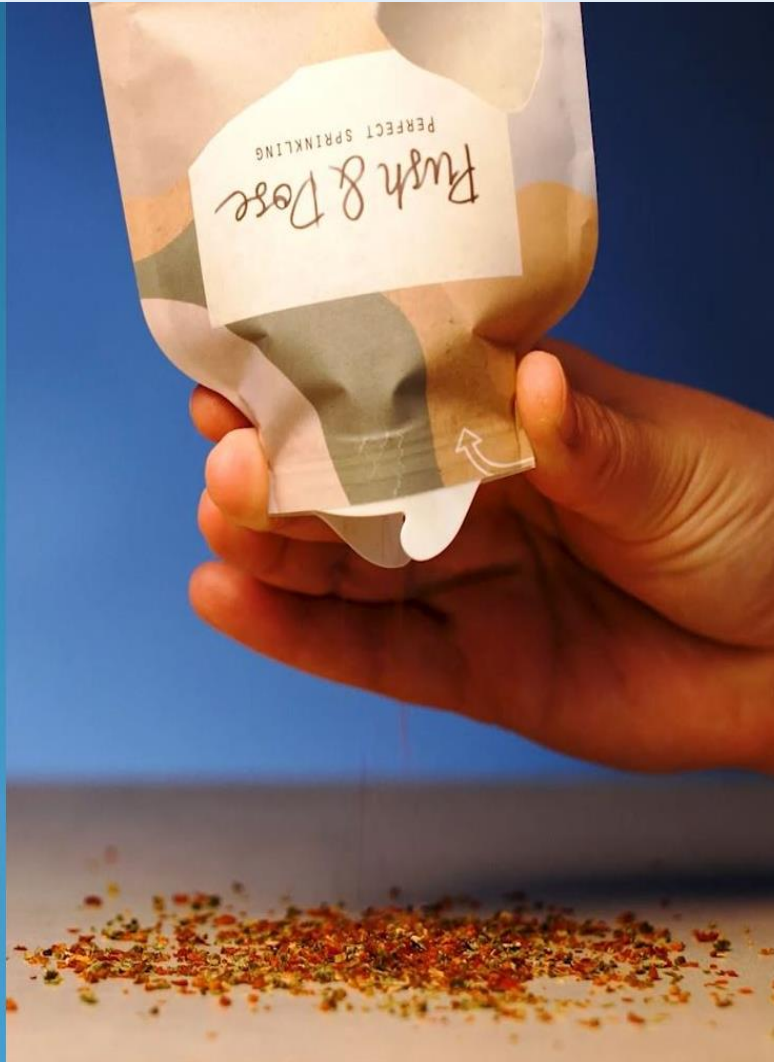




# Pet Food & Treat market continues to grow



# Innovative Pouch Formats continue to enter the market









**Spouted Pouch Packaging has disrupted and re-invented the Baby Food market since first introduced in a Glass Jar by Gerber in 1926 and in 1931 by Beechnut.**

**The market has been estimated to have grown 22 percent from 2012 to a value of \$8 Billion due to the market shift toward the Standup Pouch.**









# Squeezability | Spreadability | Dispensability











# Package Partnering Strategy Initiative

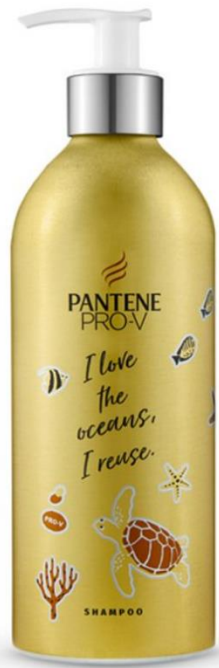




# INNOVATIVE POUCH introductions continue to Drive Category Disruption and Change



# Circular Economy – Circular Marketing – Less Plastic – Less Waste



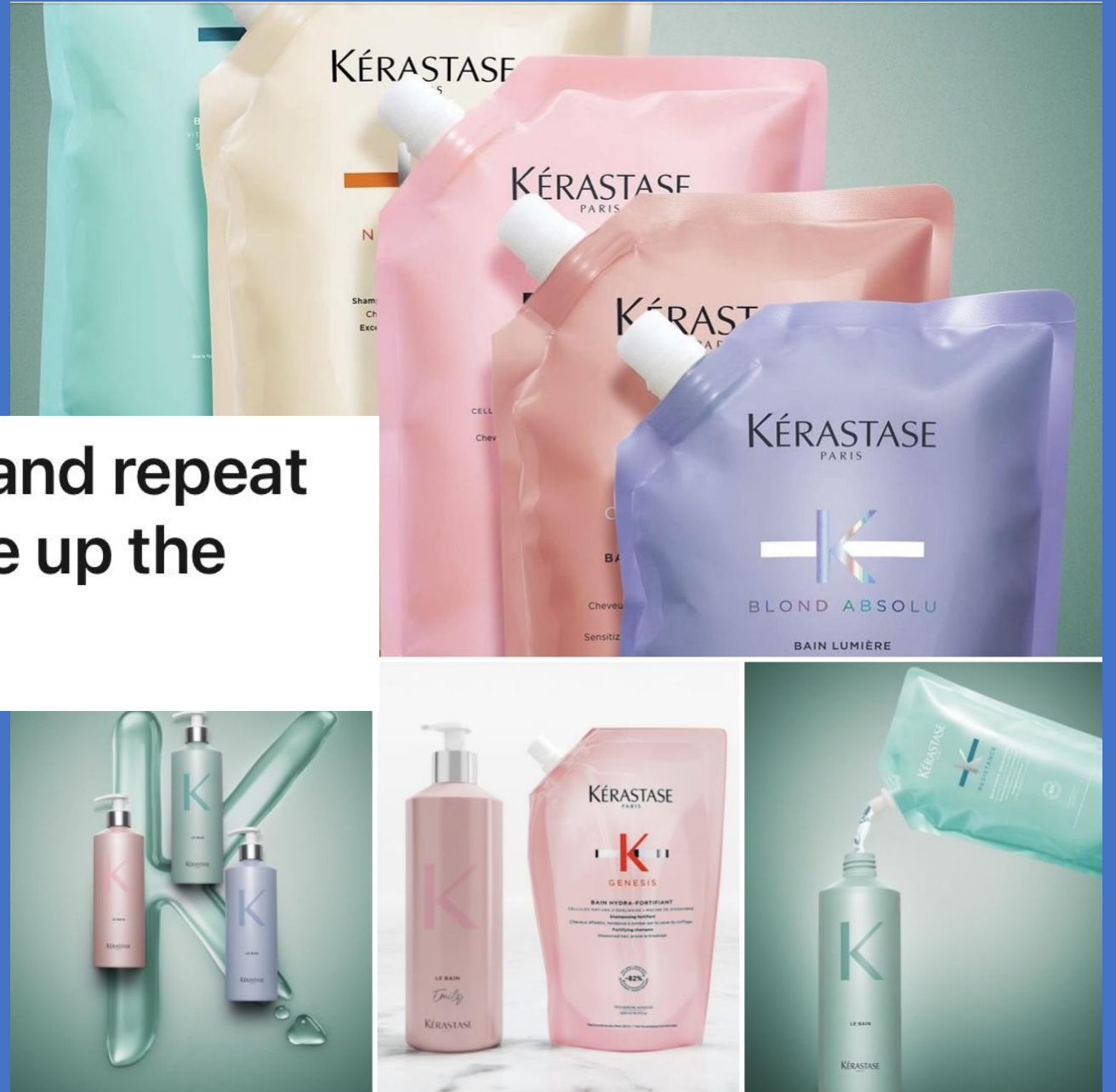


# Personal Care and Household Products



# Beauty & Personal Care Products

At L'Oréal Groupe, refill, resize and repeat are the 3 key pillars which make up the policy on reducing plastic.





# Garden & Home Products





# Evolving Trend . . . Liquid Concentrates

## PLASTIC Dispenser Spray Bottle – Reuse to Reduce





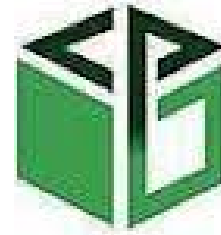
# Evolving trend . . . Automotive Lubricates PLASTIC Bottle Replacement





THE VOICE OF THE FLEXIBLE PACKAGING INDUSTRY

Connecting. Advancing. Leading.



**Contract Packaging Association**



Sustain the World:  
The Case for  
Flexible Packaging



Connecting. Advancing. Leading.

Smarter. Less Footprint. At.

## PACKAGING WORLD NEWS ROUNDUP: CO-PACKING AND MANUFACTURING

Current trends and challenges for  
co-packers and co-manufacturers.



**PACKAGING  
WORLD.**



# What's Next for Flexible Pouch Packaging?

**“More growth, more transition with no end in sight”**

**“The Flexible Packaging Industry will continue to Evolve, Develop, Educate and Voice the Benefits of Flexible Packaging”**

**“CPG's and the Consumer will continue to support Flexible Packaging as their most practical choice for the future”.**

**Reduced costs – Re-Invention of Brands – Market Growth**

**Less Energy – Less Transportation – Less Waste**

**Less Energy – Less Transportation – Less Waste**

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