



**GLOBAL
POUCH** FORUM

MAY 29-31
2024 CLEARWATER, FL
• SHERATON SAND KEY RESORT •

Changing State of the Packaging Industry: Forward-Looking CPGs Re-inventing the Status Quo through Flexible Pouch Packaging

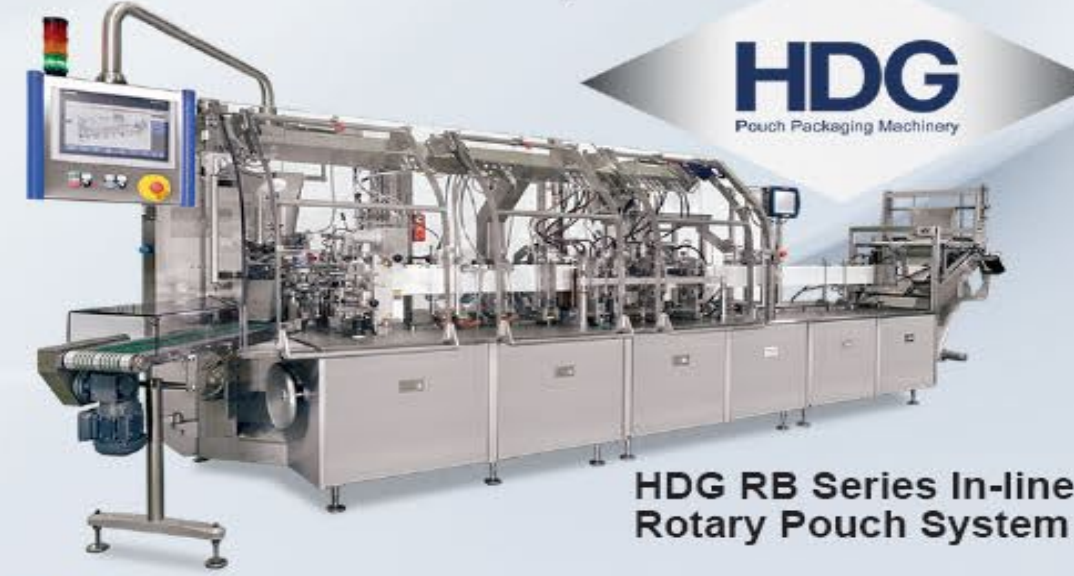


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www.StandupPouch.com





The Authority in Standup Pouch Packaging & Machinery



MAY 29-31
2024 NEW LOCATION!
SHERATON SAND KEY RESORT
CLEARWATER, FLORIDA

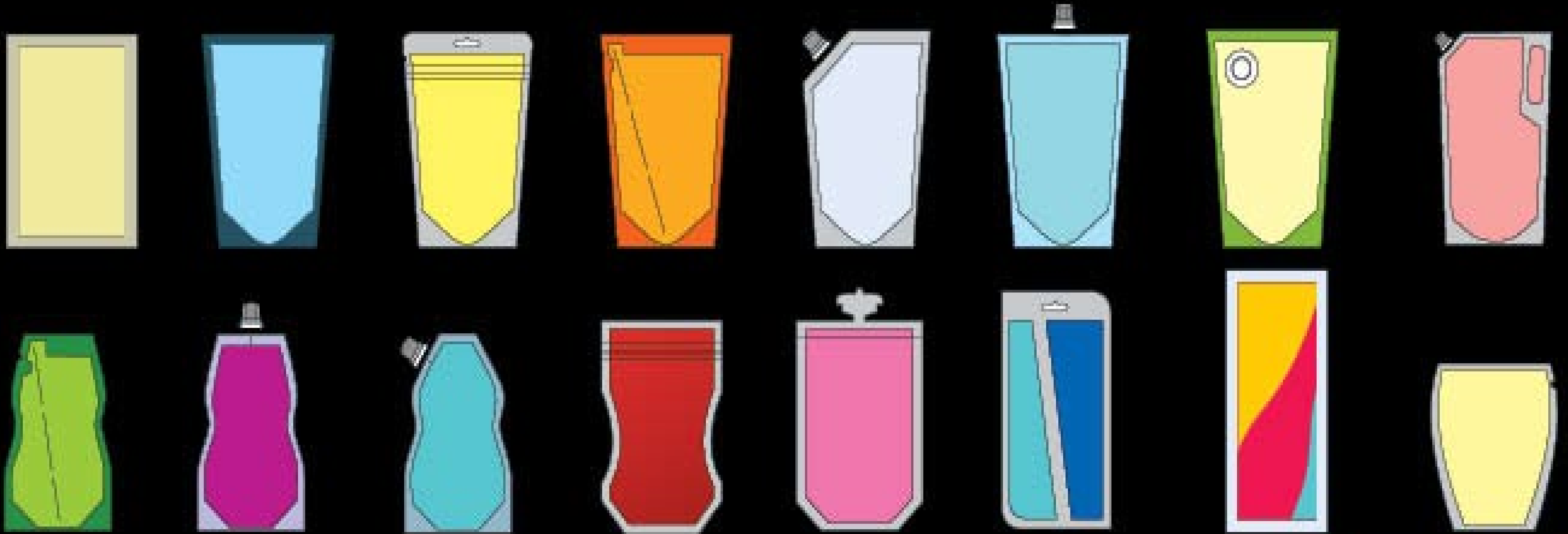


Flexible Packaging Machinery Solutions

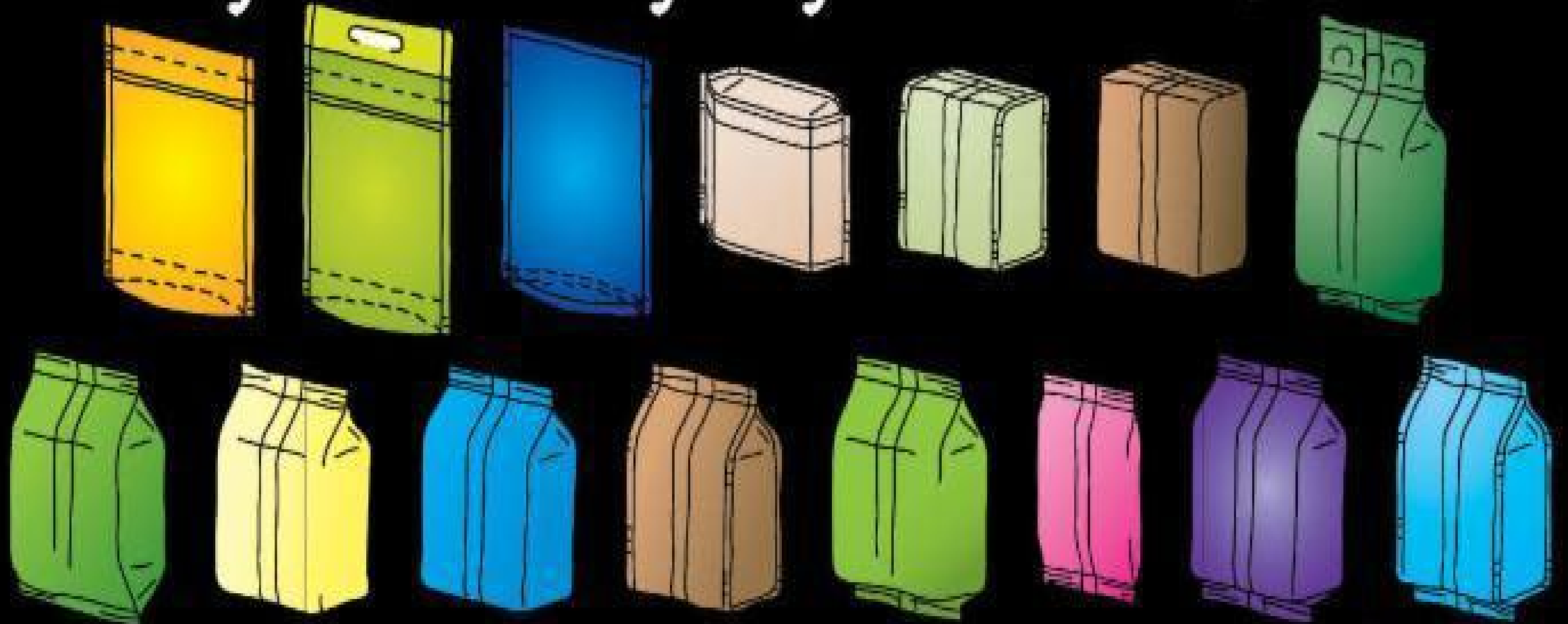
780 Apex Road, Sarasota, FL 34240 • 941.923.1181 • www.StandUpPouch.com



A Multitude of Pouch Packaging Possibilities



A Multitude of Bag Packaging Possibilities



What's Driving Packaging Change?

- **Growth of New Value Added Product Introductions**
- **New Product – New Packaging | Existing Product – New Packaging**
- **CPGs Partnering Traditional Packaging with New Packaging**
- **Changing Consumer Demographics focused on Convenience**
- **Cost Reduction, Environmental and Sustainability Initiatives driving change throughout the packaging process**



Expanding Markets are Driving Change and Creating Increased Sales Opportunities

Evolving & Expanding Retail Environment



- Rigid Plastic Packaging is being challenged.
- CPGs are beginning to reduce the use of all forms of “rigid packaging”
- Flexible Packaging is providing a practical transitional alternative.



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



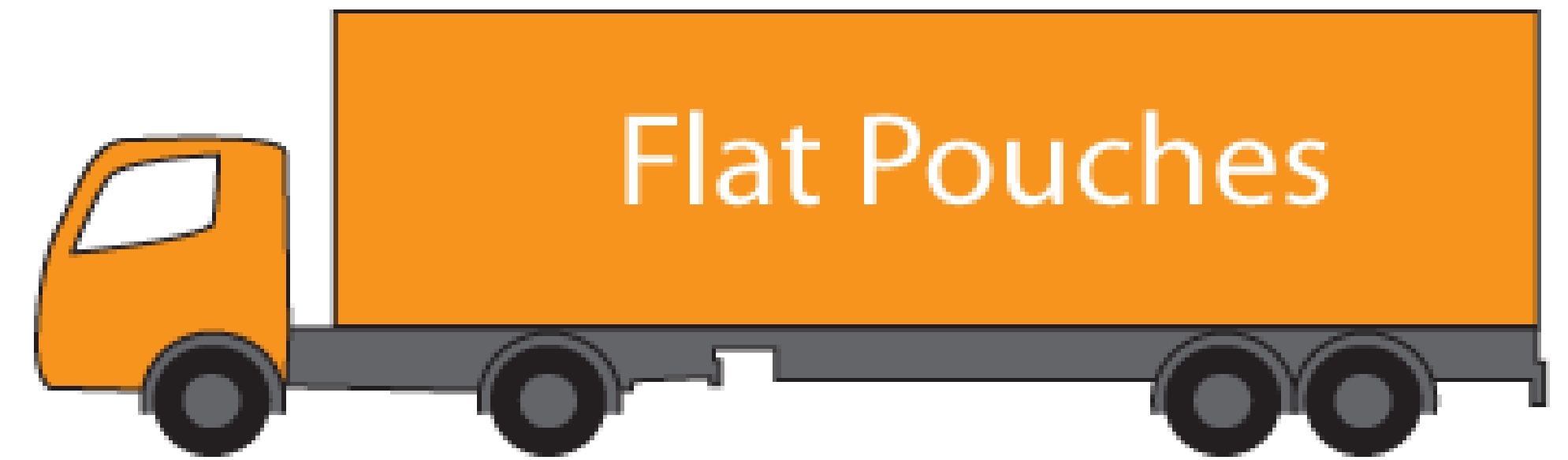
Approximately 2,000,000
Semi-Trucks on the road

Average 3-6.5 MPG

Millions of Tons of CO2

Global Warming concern
or nothing to see here?

One truckload
of flat pouches



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



SPOUT & ZIPPER CLOSURES for Flexible Packaging

Industry Supply Partners



CHEER PACK
NORTH AMERICA

Hoffer
FAMILY INTEGRITY SERVICE TRUST



Aptar
food + beverage

ZIPPAK
RESEALABLE PACKAGING



elplast
EL-ZIP® PRESS TO CLOSE ZIPPERS

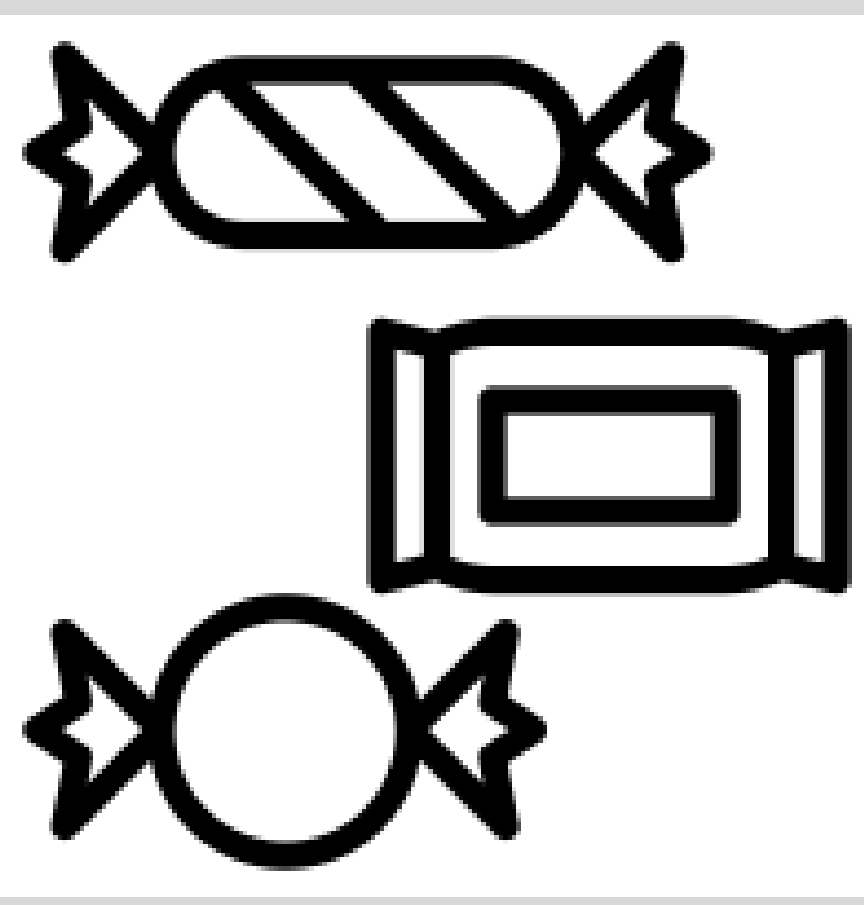


Major CPG Brands are “partnering” their traditional legacy packaging to create new value-added alternatives. Innovative Flexible Pouch Packaging has proven to Stimulate the Sales of mature products, provide Convenience and Sustainability as a means of connecting with today’s changing consumer.

They also are selling more of what’s inside!



A Variety of Product Categories are Embracing Pouch Packaging



Spouted Pouch Revolution



YES
please!



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**



Leading Brands embracing Packaging Change - in order to maintain market share and adapt to trending market conditions after utilizing Glass Jars since 1934





Gerber®
Organic
for Baby

PEAR BLUEBERRY
APPLE AVOCADO

2 servings
of
Fruit*
20% DV
of
Potassium



Sitter
2nd Foods®

Sitter
2nd Foods®



NET WT 3.5 OZ (99g)

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New Brands embracing Flexible Pouch Packaging





Shift toward (Recycle Ready) Mono-Materials continues through collaboration between CPG and Supply Chain Partners

CHEER PACK
NORTH AMERICA™

THE FIRST ALL-PE
MONO-MATERIAL
RECYCLE-READY
SPOUTED POUCH

CHEERCircle™
IN COLLABORATION WITH STONYFIELD & AMCOR



VIZI™ CAP

Additionally, the YoBaby CHEERCircle™ PE mono-material spouted pouch includes the new Vizi™ cap, the innovative CHEER PACK® cap that delivers improved visibility of tamper-evidence, sustainability and grip. Compared to caps used in many other yogurt or similar spouted pouch applications, for every 10 million pouches sold with the Vizi™ cap, Stonyfield Organic will remove a staggering 5.3 tons of plastic waste from landfills. This highlights the tremendous impact that an improved sustainable package design can play towards environmental preservation.





Flexible Packaging Innovation Increasing Sales!





THIS ICE CREAM MACHINE IS NEVER BROKEN





IS THE OFFICIAL ICE CREAM OF

LIVE NATION

AMPHITHEATERS



“Never say Never” to Cereal in a Standup Pouch!



Snack Brands embrace Standup Pouch Pouch!



Classic Snack Brands embrace the Standup Pouch!



New Introductions embrace the Standup Pouch!



Major Confectionary CPG'S Continue to introduce their flagship brands in the popular the Standup / Zipper Pouch!



The Standup Pouch is ideal for Multipacks!



Pet Treats & Pet Food Market Standardizing on Flexible



Frozen Foods & Novelties in the Standup Pouch!



Starkist Tuna Creations in a Retort Pouch



Popular Microwavable Ready Meals

- Retort Pouch

MARS

Food

All Good Things Inside





- No Can
- No Jar



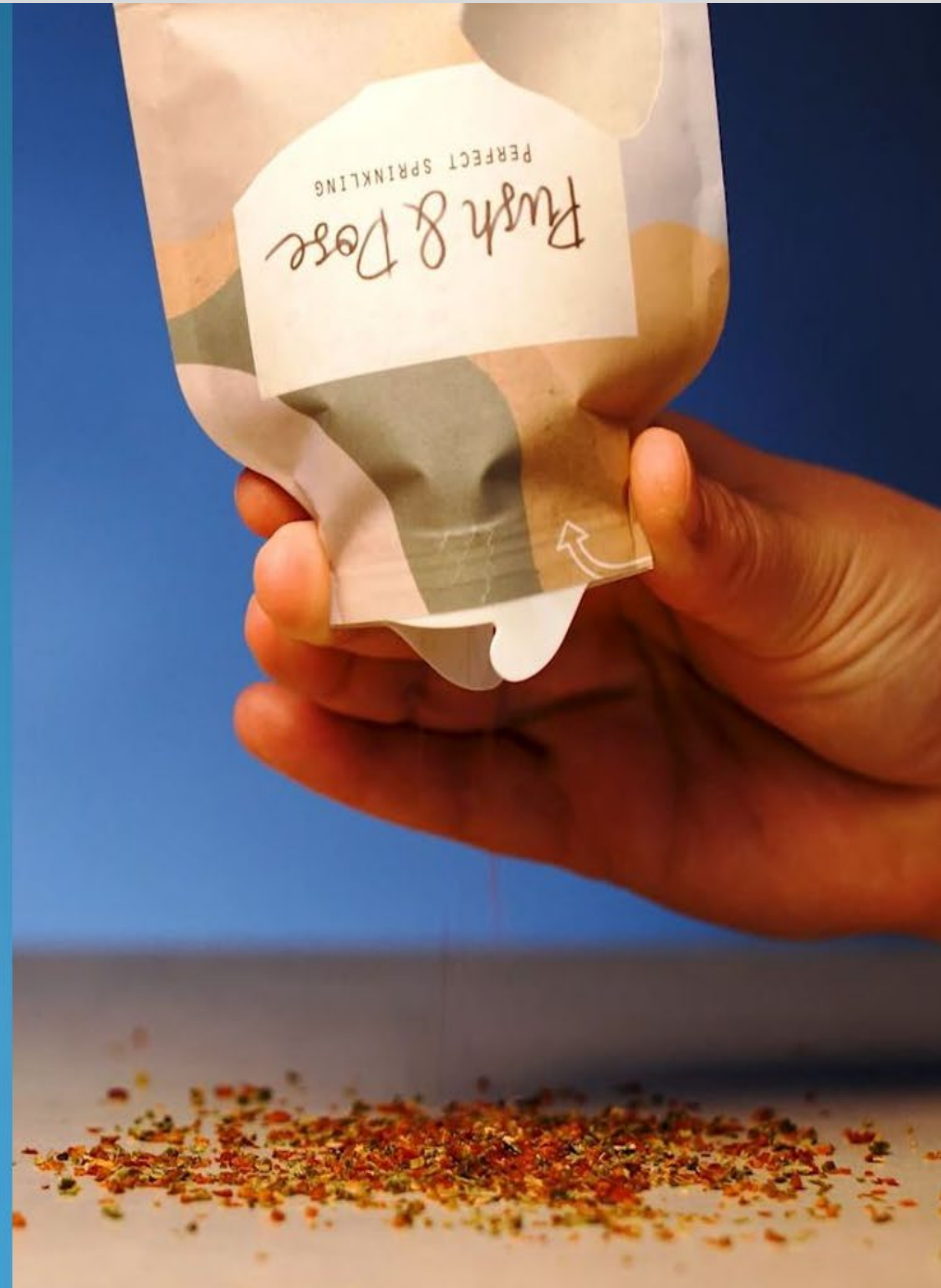
Stick Packs in a Multipack Standup Pouch



Multipack Stick Packs in a Standup Pouch



Innovative Pouch Formats continue to enter the market



Innovative Pouch Format adapted for Sprinkling or Decorating

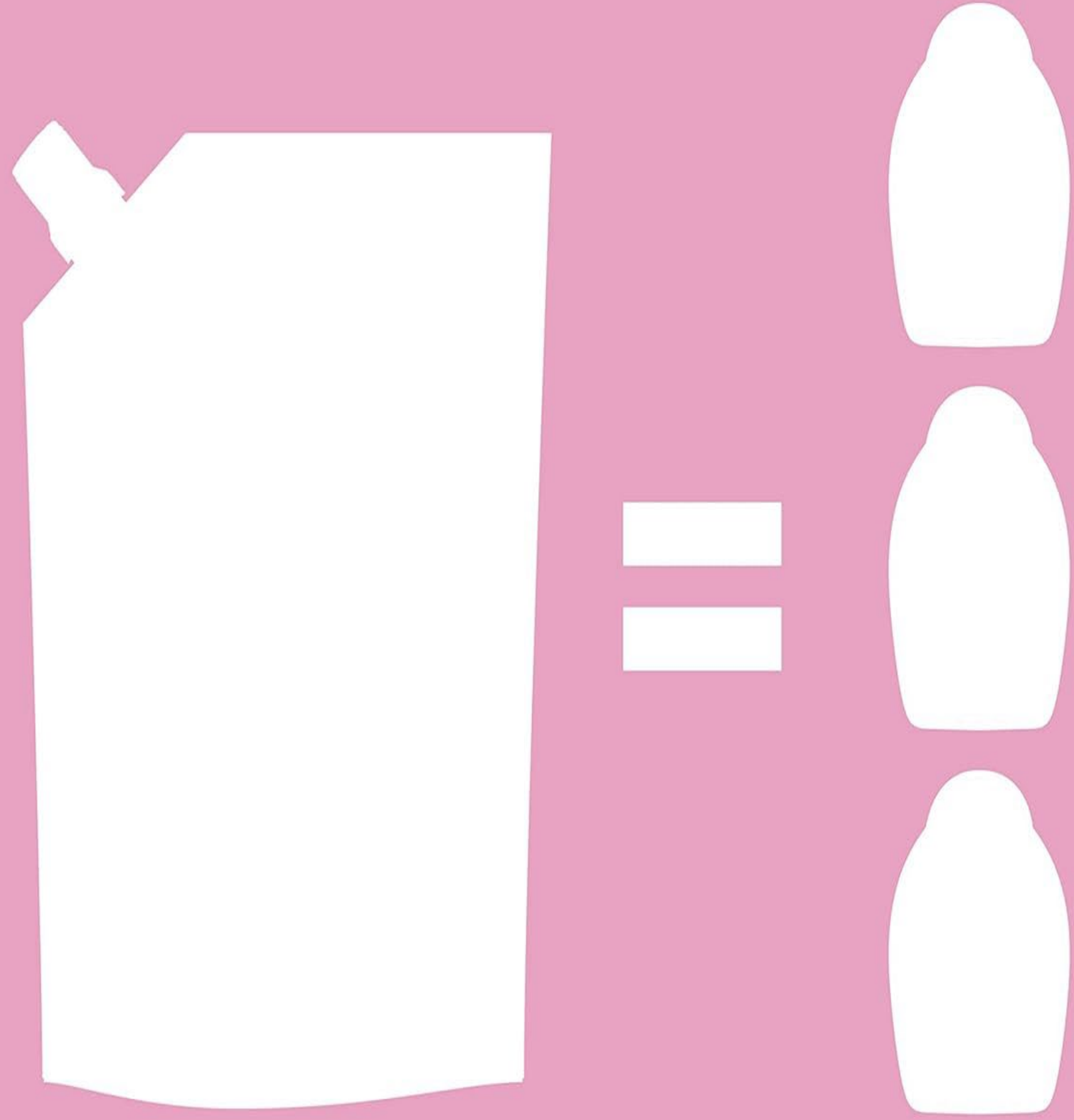


80%
SAVINGS IN
PLASTIC*

**compared to 2 of our 18 fl. oz. packages*



NO-MESS, EASY-POUR SPOUT

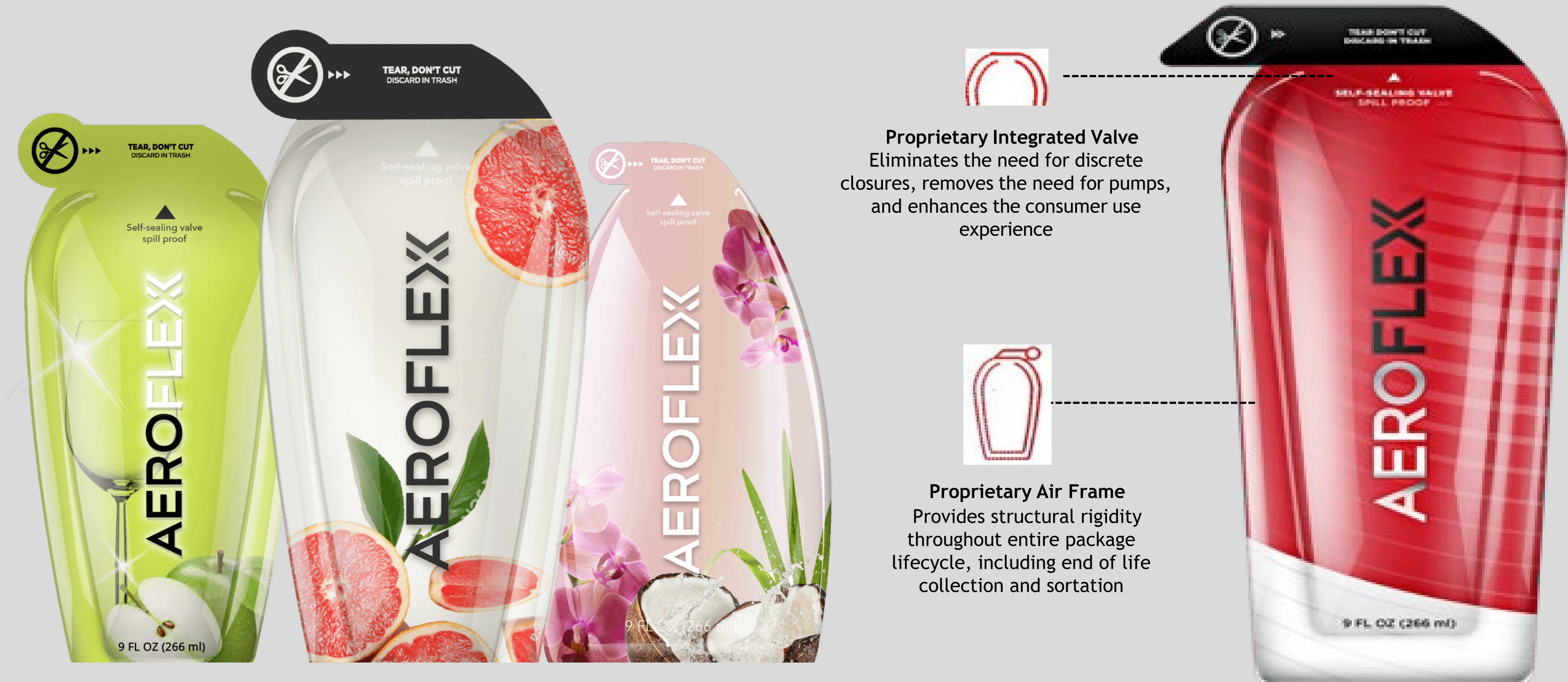


1 pouch refills up to

3 BOTTLES

Emerging Pouch Technologies

AEROFLEXX technology delivers a lightweight flexible package designed to act like a rigid bottle.



Less Waste | Less Transport Energy | Less (kWh) Energy | Less CO2

CUSTOMIZE YOUR KIEHL'S

Group

Commitments

Brands

THE REFILLERY

Beauty Science & Technology

Careers

Making a Difference One Bottle at a Time

CUSTOMIZE YOUR Kiehl's
 THIS IS THE
LOVES EXPO 2020 DUBAI

Create custom artwork for your favorite Kiehl's skincare products

صمم ملصق الأكسسوار الخاص بك
 لتمتج كيزل المفضل لديك

HAIR AND BODY CARE العناية بالشعر والجسم

REFILL UP IN 4 EASY STEPS
 إعادة التعبئة بأربعة خطوات سهلة

- CHECK IN**
with a Kiehl's Customer Representative
استشارة مع خبير البشرة
- REFILL**
your formula with the help of a KCR
إعادة تعبئة عبوتك الخاصة أو قارورة الأومليوم الخاصة
- WEIGH**
your bottle and receive a barcode
وزن العبوة والحصول على ملصق
- CHECK OUT**
and take your formula to enjoy
الدفع والاستمتاع بملصقك في المنزل

FACIAL SKINCARE العناية بالبشرة

HAIR AND BODY CARE العناية بالشعر والجسم

FACIAL SKINCARE العناية بالبشرة

FORMULATING A BETTER FUTURE

Future Made Better is Kiehl's journey toward reducing our environmental impact and improving the communities we serve.

مستقبل أفضل مع كيزل هي رحلة نحو الحد من التأثيرات السلبية على البيئة وخدمة مجتمعنا.

RECYCLE & BE REWARDED
 برنامج مكافآت إعادة التدوير من كيزل

Return your empty Kiehl's bottles for complimentary products!
 أعيدوا عبوات كيزل الفارغة لتحصلوا على مستحضرات مجانية!

1 Empty bottle = 1 Stamp
 1 عبوة فارغة = 1 نجمة واحدة

ONE EMPTY = ONE STAMP
 عبوة فارغة = نجمة واحدة

DOING OUR PART
 Filled with purpose, we're focused on responsible ingredients and packaging.

NEW LIFE FOR OLD SKIN!
 Since 2020, we've recycled 1.7 million empty jars and bottles.

FROM BOTTLE TO LAB CARE!
 Kiehl's Customer Representative will take the bottle with 80% recycled plastic bottles.

FIXED FOR THE BETTER!
 8-ounce packaging is made from 100% recycled plastic.

The Kiehl's Refillery Concept: Making A Difference One Bottle At A Time

The Refillery Kiehl's initiative for a sustainable packaging in store and from home

PERFECT PARTNERING OR PRIMARY POUCH YOUR CHOICE !





New *Tide* Refill E-Commerce Introduction

FREE OF DYES
AND PERFUMES WITH
60% LESS PACKAGING*



*weight vs. 50 OZ bottle





REFILL POUCHES

REDUCE PLASTIC WASTE BY UP TO 90%*

***VS. 1 GALLON REFILL BOTTLE**

REUSE & REFILL

ORTHO® GROUND CLEAR® SUPER CONCENTRATE,

NO GUESSWORK NO MESSWORK JUST MIX & GO





sunday Fertilizer Pouch





NEW

FLEXFILL™ POUCH GEAR OIL

#1 GEAR OIL IN THE U.S.*

*THE NPD GROUP, JANUARY 2021

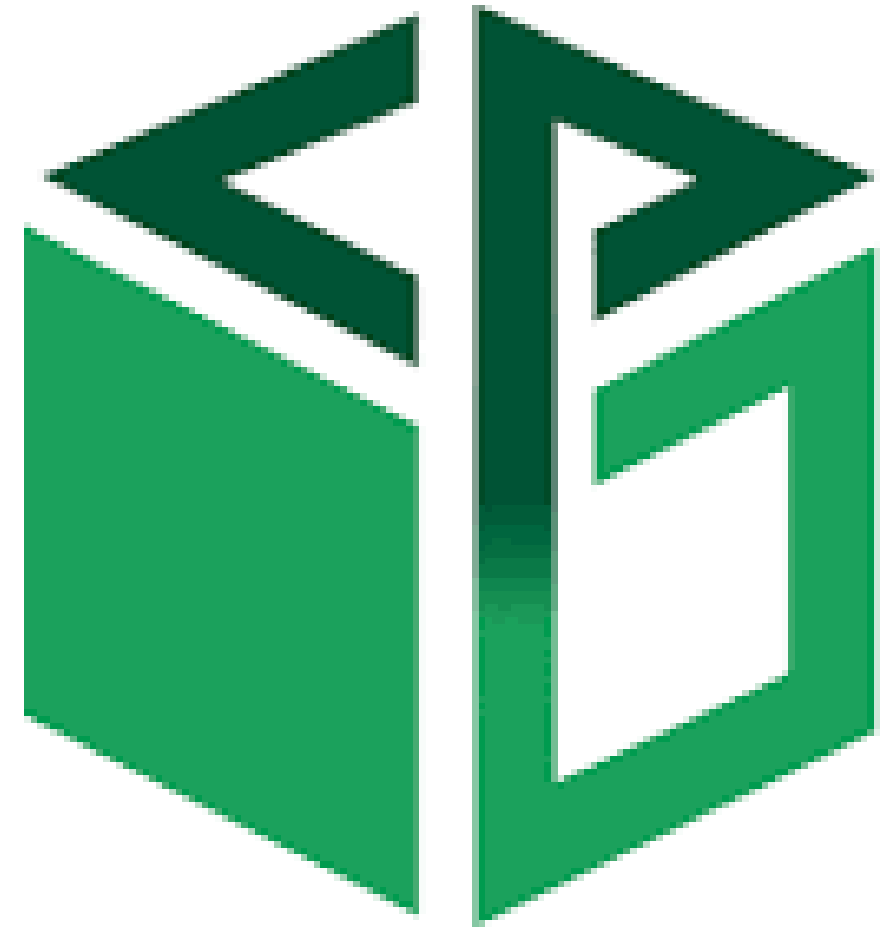


EASY TO USE



LESS WASTE





Contract Packaging Association

Many CPG Brand Owners are partnering with Contract Packagers to implement new Pouch & Flexible Packaging formats without major Capital Investment



Flexible Packaging Association

THE VOICE OF THE INDUSTRY

The Flexible Packaging Industry will continue to evolve, develop, educate and advocate for the benefits of Flexible Packaging



Global Industry Packaging Trends that will continue to Drive Change & Growth

- ▶ **Collaboration between Machinery and Material Suppliers will continue to spark Flexible Packaging Innovation through on-going packaging machinery technology and packaging material developments driven by Market Demand, Environmental and Sustainability objectives.**
- ▶ **Contract Packagers will continue to be an important tool in in the shift to Flexible Packaging in order to accommodate the continuing trend toward flexible packaging.**
- ▶ **Forward Looking CPG's will gradually and continuously transition to innovative Flexible Packaging as a means of re-inventing their brands, stimulate sales and better position their packaging in order to meet their sustainability goals.**

What's Next for Flexible Pouch Packaging?

- **More growth, more transition with no end in sight**
- **CPG's and the Consumer will continue to transition to Flexible Packaging as the most practical and beneficial choice for the future of their packaging.**
- **Reduced Costs | Re-Invention of Brands | Market Growth**
- **Less Energy | Less Transportation | Less Waste**





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