

# *Drivers, Technologies, & Opportunities for Flexible Packaging of Liquids*



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## *What You Will Learn From This Study*

### **7 KEY PROJECTIONS for Growth, including:**

- Best geographic regions in the U.S. and abroad
- Most promising (and profitable) end-use categories
- Greatest advantages for package formats and shapes
- Components that enhance food/beverage safety
- How environmental constraints on competitive formats could be an advantage for flexible packaging of liquids

### **3 CORE DRIVERS of Production Efficiency, including:**

- New processing techniques that will enable brand-owners to penetrate entirely new product categories
- Filling technologies that will increase throughput and profits
- Material and structure developments that work in tandem with machine systems

**4 POTENTIAL ROADBLOCKS** that those who don't read this study will likely be unable to overcome, and which can be turned in to a competitive marketplace advantage for you and your brand-owner or retailer customers

**PLUS:** This study includes profiles of top suppliers the author believes have the capabilities now to deliver value to 1st-, 2nd-, and even 3rd-tier brand-owners in the liquid flexible packaging segment

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## *This Competitive Information Resource Is Important For Identifying New Business Opportunities*

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### **Who Should Invest In This Study:**

**Beverage, liquid, and food brand owners and the processor and fillers of the growing nutraceutical and health and wellness products, and filler and process equipment manufacturers who want to benefit by knowing:**

- market size
- trend and growth areas
- competitive equipment and position in the marketplace
- co-packing options

**Front-line packaging/process managers and engineers seeking a comprehensive scope of high-efficiency filling equipment available**

**Purchasing managers** tasked with finding competitive pricing and packaging solutions

**New business development directors** with an immediate need for tactical and strategic analyses of:

- Capital cost
- Competitors' objectives with regard to aseptic processing and packaging
- Best solutions for liquid flexible packaging
- Types of products with high-growth, high-value propositions for flexibles

**Co-packers** who must be able to respond to end-users' filling needs

**Second- and third-tier companies** with capital expenditure limits who desire to reap the benefits of flexible packaging for liquids

**Suppliers** of flexible packaging materials and the components that drive consumer convenience and institutional dispensing safety and economy

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Take your pick of any one attribute: Safety; Convenience; Point of Purchase Impact; Industrial or Consumer Readiness; Environmental Responsibility; Production Efficiency – and you'd have a compelling reason for exploring the advantages of flexible packaging for liquids.

Combine two, three or even four of these market- and production-driven benefits and the argument becomes so overwhelming that you'll ask yourself why you didn't exploit the fast-growing, high-value category of flexible packaging for liquids sooner. The only reason may be because such a comprehensive analysis of the flexible packaging for liquids segment was never before available.

This study focuses on the historical success of liquid flexible packaging and how those successes are forecast to lead to substantially more growth. You'll learn how material R&D, converting and processing developments, and most importantly, filling speeds are accelerating and providing a competitive advantage for flexibles in the packaging of liquids.

*Used tactically or strategically, this study will enlighten the entire supply chain on the key benefits of flexible packaging for liquids.*

- Adaptability to myriad package sizes and styles
- Flexibility and compatibility with multiple processing and filling methods
- Dispensability that also enables packs to collapse around the product
- Barrier properties tailored to thousands of specific products
- Convertibility that makes printing, decorating, shaping, and sizing easy
- Toughness and durability to get product safely through the supply chain

PLUS: This study reveals and analyzes today's technology leaders and tomorrow's most promising innovators

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## About the Author

### Danny Beard



Danny Beard is the Principal of Packaging Specialists, a private consulting business focused on liquid flexible packaging with particular focus on shelf-stable formats. His clients include packaging companies, food and beverage corporations, and those companies considering a foray into these industries.

Previous to his role with Packaging Specialists, Danny spent seven years at Scholle Corporation where he directed global sales efforts in bag-in-box packaging. Prior roles included stints at Printpack and Eastman Chemical Company. His vast packaging experience dates to the late 1970s, when he was involved in the early stages of the PET bottle industry with Sewell Plastics Company.

Danny has more than 20 years' experience in the packaging sector. He is a 1984 graduate of the Georgia Institute of Technology in Atlanta with a degree in Industrial Engineering.



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