

## FLEXIBLE FILMS 101: GLOSSARY OF TERMS

**AL-FOIL** - Aluminum Foil can be laminated between layers of film to provide an excellent barrier to oxygen and moisture.

**EVOH** - Ethylene-Vinyl Alcohol copolymer is used in coextruded plastic films to improve oxygen barrier properties. It is, however, a poor water vapor barrier. Even its otherwise excellent OTR (oxygen transmission rate) is sensitive to high humidity. Therefore, for packaging applications, it is usually the core layer of co-extruded plastic films where it is shielded from moisture by protective layers of polyethylene. It's OTR also depends on its VOH (vinyl alcohol) content.

**LDPE** - Low density polyethylene is used mainly for heat-sealability and in bulk packaging.

**LLDPE** - Linear low density polyethylene is tougher than LDPE and has better heat-seal strength. LLDPE has higher haze than LDPE.

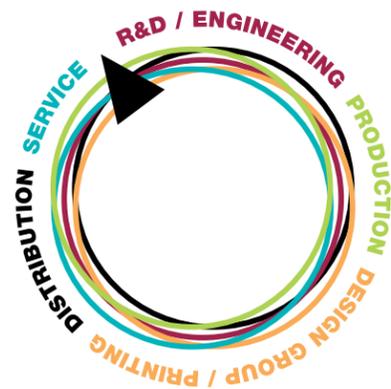
**Nylon** - The nylon family is made up of polyamide resins with very high melting points, excellent clarity, and stiffness. Two types are used for films: nylon-6 and nylon-66. The latter has much higher melt temperature thus a better temperature resistance, but the former is easier to process and is less expensive. Both have good oxygen and aroma barrier properties, but they are poor barriers to water vapor. In addition, nylon films can be cast.

**PP** - Polypropylene has a higher melting point, and thus better temperature resistance, than PE. Two types of PP films are used for packaging: cast and oriented.

**PE** - Polyethylene is a family of addition polymers based on ethylene. It can be different densities based on its structure.

**PET** - Polyester (Polyethylene Terephthalate) is a tough, temperature resistant polymer. Biaxially oriented PET film is used in laminates for packaging where it provides strength, stiffness, and temperature resistance. It is usually combined with other films for heat-sealability and improved barrier properties.

**VMPET** - Vacuum Metallized Polyester provides a good barrier to oxygen and moisture.



## WE'VE GOT YOU COVERED

**Your product doesn't just need a package. It requires a package that works. One that captures a consumer's attention. A package so convenient that it instills loyalty.**

**At Flair, we understand that packaging becomes a solution when it combines innovation, impeccable quality, and impact delivered on time. Even if you never have us reverse-engineer a structure or never use our award-winning design group, you still benefit from the big-picture approach to all we do at Flair.**

**Flexible Packaging Solutions...From Start to Finish.**



## Pet Food



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# Pet Food Packaging Solutions with Flair

Pet food packaging can be a challenge. The package needs to prevent spoilage, stand up to the rigors of multiple uses and sometimes the sheer weight of the contents, and perhaps even offer convenience features such as handles or reclosure options. In addition, pet food packaging graphics need to stand out from the crowd. Pet owners are often drawn to packaging that conveys the personality of their own pet or reflects their pet-owner relationship. Flair combines your need for quality with award-winning graphics and all-important consumer convenience features. It's time to enjoy the benefit of a true packaging partner. Flair Flexible Packaging provides flexible packaging solutions from start to finish.



## TREAT THEM WITH FLAIR FILMS, BAGS AND POUCHES

Flair Flexible Packaging offers nearly unlimited custom engineering and/or custom printing capabilities to make your packaging idea a reality. In addition, we provide a comprehensive stock program to allow for lower-cost options, to create unprinted packaging ready-for-labeling, or to accommodate faster turn-around times. Our stock program includes:

**FILMS** Flair stocks both high and standard barrier non-forming (2.8 and 4 mil) and forming films (4,5,6,7 and 9 mil). Custom structures are available for peelable applications, alternative seal layers, and award-winning rotogravure printing.

Our lidding films include peelable structures for C-PET, A-PET, PVC, PS, PE and PP containers as well as nonpeelable structures for PP and HDPE containers or trays. We can also produce custom printed lidding films or individual die cuts made from foil, metallized structures, and paper laminations.

**BAGS AND POUCHES** Flair's modern production facilities use state-of-the-art equipment to produce:

- High Barrier M-Seal bags in a variety of sizes and colors, available with or without tin-ties applied
- FlairPak 300, 350, 400, and 500 premium vacuum pouches (3-Side-Seal, constructed from 9-layer cast coextrusion film)
- Prezippered pouches (made from FlairPak 350 that opens at the bottom for filling)
- High Barrier Stand-Up pouches available in a variety of solid colors, clear front/printed back, or window pouches
- High Barrier 3-Side-Seal clear front/printed back pouches
- Retort pouches (available in gold with product safety warning printed in black)



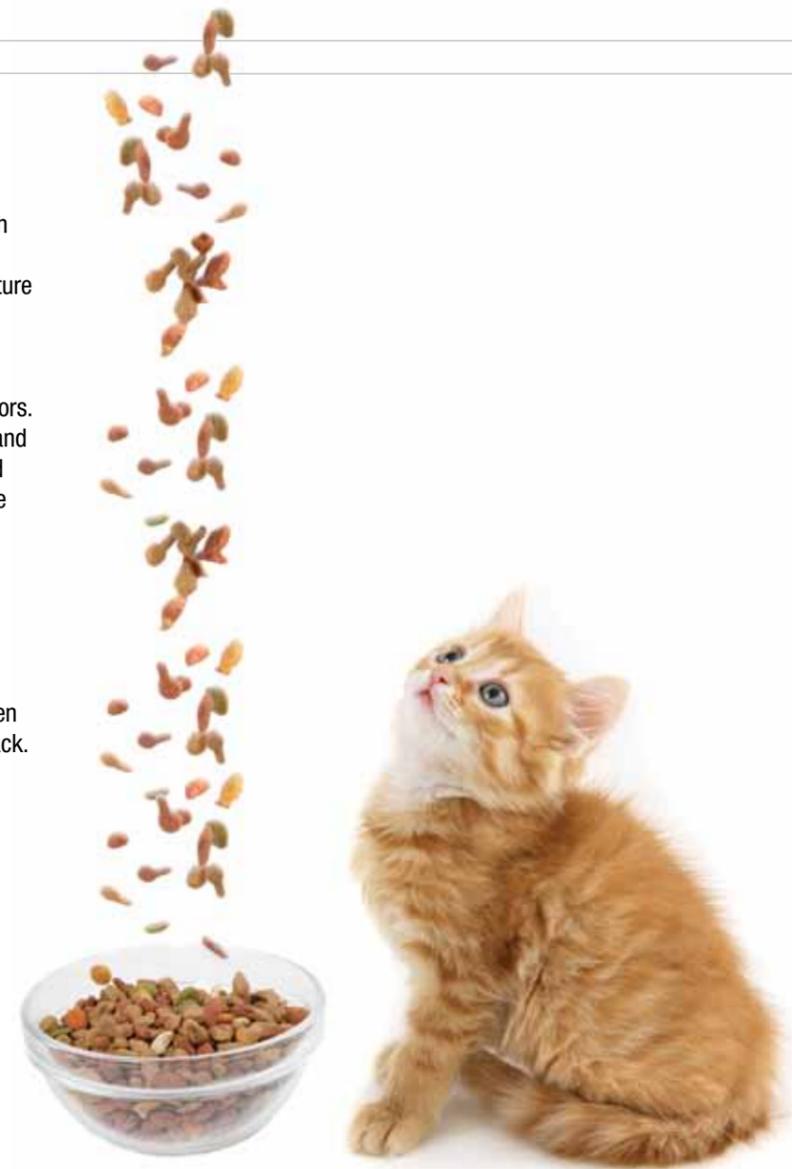
## DID YOU KNOW?

■ **CONSUMPTION** Pet owners spend approximately \$15 billion each year on pet food in the USA alone. High end (and award-winning) reverse rotogravure printing by Flair Flexible Packaging can help capture more consumers for your brand.

■ **OXIDATION** The fats and minerals in pet food are susceptible to oxidation when exposed to oxygen, which can cause undesirable flavors. Flexible packaging with high-barrier film works to prevent oxidation and maintain product freshness. Metallized films or foil are recommended for this same reason. In addition, convenience features like resealable pouches can help reduce oxygen exposure, extend product life, and create loyal customers.

■ **DURABILITY** Buying in "bulk" continues to be a popular trend. Help consumers meet their need for larger – and heavier – packages with Flair's patented puncture resistant film, dubbed **Titanium** for its strength. Our innovative engineering replaces multi-wall or poly-woven bags while providing large print area for printing on both front and back. Easy-open laser scoring means the package won't rip down the side.

■ **HEALTH BENEFITS** Humans love pets, but did you know our furry and feathered friends can actually improve our health? Studies have shown that people with pets live longer, experience less stress, and have fewer heart attacks. Dogs can even warn their owners they're about to have an epileptic seizure up to an hour before it happens.



## CONVENIENCE CREATES LOYALTY

Increasingly, consumers make purchasing decisions based on convenience. Is the package easy to open? Easy to use and store? Will it close and seal to prevent messes and keep food fresh?

At Flair, we strive to find ways for simple, useful packaging to help set your product apart from the pack. Talk to your Flair Sales or Customer Support Representative for expert advice on packaging options, such as handles, spouts, shapes, closures, puncture-resistant materials, and more.

