



*Lawn
and Garden*



FLAIR

Lawn and Garden Packaging Solutions with Flair

Packaging your lawn and garden products can be a challenge. Seeds, fertilizers, compost, and potting soil each possess unique qualities that require specialized packaging solutions to ensure consistency and quality. Flair Flexible Packaging looks at these challenges as opportunities to help you win new customers and create brand loyalty. You need packaging that can protect your product from the elements while displayed outdoors, yet still maintain your vibrant and eye-catching graphics. The packaging should withstand rough handling and the sheer weight of its contents. You don't want it to slide around when stacked for storage or transport. And consumers are demanding more convenience features than ever before. You have challenges. Flair provides flexible packaging solutions from start to finish.



GROW YOUR MARKET WITH FLAIR FILMS 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 a variety of plain films for custom converting. Additionally, custom printed roll stock ready for converting is available.

M-SEAL BAGS Medium and tall M-Seal bags are offered in a variety of colors and can be custom ordered to any size. M-Seal bags are available with or without tin-ties applied.

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

- Stand-Up pouches available in a variety of Solid Colors, Clear Front/Printed Back, or Window pouches.
- Pouches with reclosable zippers for a convenient and reusable package.
- Stock pouches in multiple sizes ranging from 2 oz – 5 lbs depending on the structure.
- Custom sizing and rotogravure printing available.
- T-Seal pouches are ideal for single-use situations, such as flower seeds
- Fitment (spout) pouches provide a less expensive, fully printable, and more sustainable replacement for rigid containers



DID YOU KNOW?

- **HOW'S THE WEATHER?** Lawn & Garden product packaging must often accommodate storage and display both indoors and outside. The experts at Flair can recommend and engineer the best barrier option to protect your product from vapor, humidity, oxygen, and light. And our UV and weather-resistant inks mean your attention-grabbing graphics won't fade from exposure.
- **SHELF LIFE** Provide consistent quality longer with venting options and proper moisture barriers to ensure high speed germination rates.
- **SMELL THAT FRESH AIR** Adding nylon into your bag's film composition helps block unpleasant odors.
- **GET TOUGH** 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 tons of real estate for printing on both front and back panels.
- **DON'T SLIP UP** Whether transporting, storing, or displaying, lawn and garden packaging needs to stay put when stacked. Flair's anti-slip coating boasts an extremely low slip and can be applied in either a matte or glossy finish.
- **GO GREEN...GROW GREEN** The experts at Flair can provide guidance in creating a less expensive, fully printable, and more sustainable package than a traditional rigid container. We are skilled at helping customers prevent "overpackaging." We have the capability to make flexible packaging from biodegradable films, and we continue to research methods to achieve a 100% compostable bag or pouch.



CONVENIENCE CULTIVATES BRAND LOYALTY

Trends show more people are making purchasing decisions based on convenience. Flair's easy-open laser scoring and patented puncture-resistant films mean your package won't rip down the side. Spouts, handles, and zip lock closure options give users lots of good reasons to choose your product again and again.

At Flair, we strive to find ways for simple, useful packaging to help set your product apart from the rest of the field. Talk to your Flair Sales or Customer Support Representative for expert advice on industry-leading convenience features and materials.

FLEXIBLE FILMS 101: GLOSSARY OF TERMS

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.

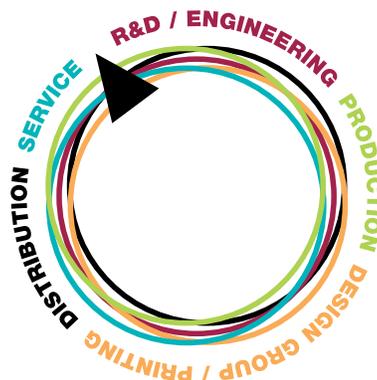
LLDPE - Linear low density polyethylene is tougher than LDPE and has better heat-seal strength. LLDPE has higher haze than LDPE.

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.



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.



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