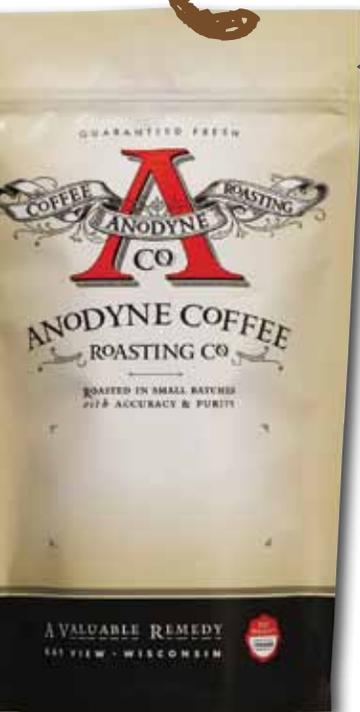


A newsletter for customers, representatives, and friends of Flair Flexible Packaging.

Café Inspiration

Roasting coffee is a very artistic process, and roasters take equal pride in the design of their imaginative coffee bags and pouches. Flair Flexible Packaging can help roasters at any stage of the creative process, from replicating a favorite look, to helping create an entirely new package that communicates the story of the people and the coffee behind the brand. A small selection of our coffee bag designs are highlighted here, including specifics about their unique form and function design processes. Your coffee is our inspiration. Flair's ability to handle every step, from design through delivery, is your packaging design solution.



Anodyne Coffee Roasting Company

Bay View, Wisconsin
 An up-scale retro design on a matte finish

Inspiration:

"I looked to wine labels for my inspiration for our coffee bag design, as opposed to what other coffee roasters were doing." – Matthew McClutchy, owner of Anodyne

Features:

- Stand-up pouch (3-sided gusseted) with tear notches and a reclosable zipper
- One-pound capacity, convenient retail size, and space for a roast-

type sticker on the front panel

- One-way degassing valve (a Swiss Wipf valve with a 3-year guarantee)

Note:

The one-pound capacity is a great fit for a stand-up pouch. It has beautiful shelf appeal and the combination of the tear notches and reclosable zipper is a highly valued convenience feature.

Working with Flair When You Want to Apply Your Own Art:

"My graphic artist is a trusted part of our team, so we took the pouch template from Flair and applied our existing artwork. It was an incredibly smooth and efficient process," McClutchy stated.

Solberg & Hansen

Oslo, Norway
 Rebranding one of the oldest coffee houses in Norway (est. 1879) necessitated precision graphic and structural packaging design.

Inspiration:

"Solberg & Hansen has been through a lot of development and changes the last years, and we found ourselves in need of a 'total visual makeover'," explained Andreas Hertzberg, managing director at Solberg & Hansen in Oslo, Norway. "We wanted to build our brand toward the end consumer... Previously all our coffees and teas were sold wholesale in 1 and 2.5 kg bags."

The Solberg & Hansen design team wanted their coffee bag to be connected to coffee in an artistic and abstract way. The pattern represents an Old Norwegian tradition that claims you can cast a spell out of wet, recently brewed coffee grounds.

Features:

- Laser-scored for easier and straighter opening at the tear notch
- Space for a roast-type sticker on the front panel
- Intricate partial matte finish highlighting the abstract coffee grounds pattern.

Continued on back





Working with Flair When Your Intricate Art Requires Excellent Quality Control

Acting on a referral from the award-winning Tim Wendelboe (Oslo-based micro roaster, coffee trainer and espresso bar owner), Solberg & Hansen contacted Flair to discuss the highly stringent requirements for reproducing their artwork on their coffee pouches. The extraordinarily intricate packaging design was launched as part of the company's overall rebranding, and the Flair Design Group worked very closely with the Solberg & Hansen advertising agency to meet their print quality benchmarks. As a result, Hertzberg said, "We are very happy with and would recommend Flair Flexible [Packaging] to others searching for a packaging supplier."

Independence Coffee

Independence, Texas

Photo-quality graphics in warm sepia tones, enhanced by precise placement of spot gloss

Inspiration:

"We are from Independence, Texas. We wanted that name showcased with a really warm and cozy feeling. And we really do own that old truck in the photo!" laughed Christi, who roasts and runs Independence Coffee with her husband Ragan.

Features:

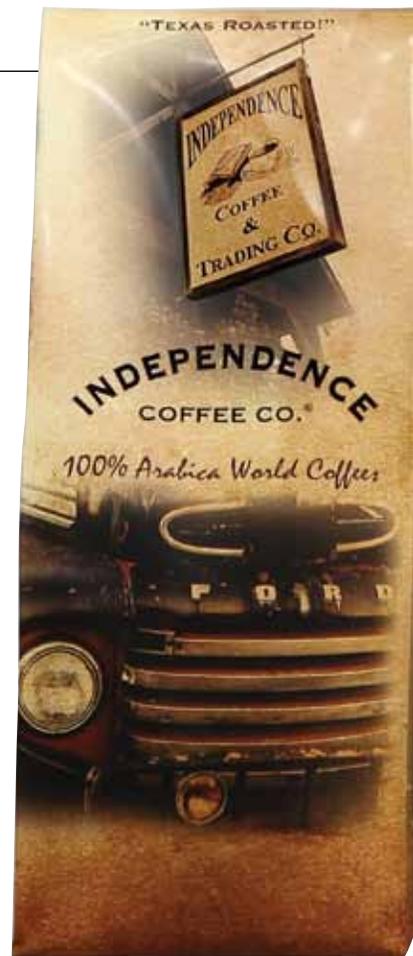
- Space for a roast-type sticker on the front panel
- One-way degassing valve (a Swiss Wipf valve with a 3-year guarantee)
- Tin-tie closure mechanism

Note:

The degassing valve was placed on the back of the bag so as not to interrupt the carefully chosen areas of spot gloss. Christi commented, "It's so easy to work with a company that designs and manufactures the bags, so we can easily make changes like this. I think of that spot gloss as a touch of elegance."

Working with Flair When You Need a Package Design:

"We came to Flair with photography and a color scheme and the text we wanted on the coffee bags," Christi explained. "The Design Group at Flair suggested a font that would complement our logo and pulled everything together for us. It makes the transition into a new packaging scheme so much easier when we are working with such cooperative and creative people."



Facebook Means a Year's Worth of Coffee & Tea Giveaways!

Flair is now on Facebook with the launch of our page, Flair Flexible Packaging for Coffee & Tea. We are fresh and new, eager to build our "Likes," and we will start with monthly drawings for our customer's freshly roasted coffee beans or special tea blends once we reach 200 "Likes." Find us on Facebook and "Like" us to be entered in the 2012 year of prizes.

New Plant Opens in Texas

Flair Flexible Packaging opened a brand new converting plant near Houston, Texas, in May 2011. The plant was built to better serve Flair's expanding southern U.S., Mexican, and South American markets. According to Plant Manager Danny Suh, the newly constructed 50,000-square-foot plant in the community of Missouri City, Texas, is equipped with slitting and bag-making capabilities that will dramatically speed up production and delivery to regional customers.