

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

Flair Employee Honored by TAPPI

Flair is proud to announce that Hanil (H.I.) Lee, Vice President of Technology, was recently honored by the Technical Association of the Pulp and Paper Industry (TAPPI). Lee was selected to serve as a member of the 2014 Peer Review Committee as part of TAPPI's PLACE (Polymers, Laminations, Adhesives, Coatings, and Extrusions) Division. TAPPI honors are awarded to individuals for contributions to the paper and related industries. These honors are presented as a result of nominations submitted to the appropriate approving authority.



Hanil (H. I.) Lee, Vice President of Technology

“Peer reviewers are selected for their technical expertise and knowledge in the industry,” said Kristi Ledbetter, Converting Division Manager of TAPPI. “TAPPI is very proud of the quality of our technical program content and one of the main elements that make it so strong is the fact that all presentations are peer reviewed for accuracy and content.”

The 11 members of the Peer Review Committee include individuals from DuPont, Dow Chemical Company, and Honeywell International, placing Lee in high company among industry peers. “It is an

honor to be named a member of the 2014 TAPPI PLACE Peer Review Committee,” Hanil stated. “By reviewing manuscripts and presentation charts created by peers, it presents an excellent opportunity to keep current about developments within the industry.”

H.I. has been working in the packing industry since 1980. He began his career as a Production Engineer for a BOPP, CPP, Mono HDPE and PVC foods wrapping film company. He completed his Masters of Science degree in Mechanical Engineering in South Korea and then continued his career at DuPont Chemical Company, working with polymers and converting/packaging machinery. H.I. worked for DuPont for 20 years as an Asia Pacific Technical Director and a Senior Packaging Technical Consultant at the Technical Service Laboratory in Wilmington, DE. Currently leading Flair's technical group with 34 years of industry experience, H.I.'s influence has been significant in contributing to the company's growth.

“H.I. has been an invaluable member of the Flair team,” said Young So, President of Flair. “His wealth of knowledge in resins and the film production process has created cutting edge innovations to elevate Flair's position in the industry. In addition, H.I.'s dedication to lead Flair's technical group has improved our quality assurance and R&D efforts which have been a critical part of our company's continued growth. We are very proud of his accomplishments that earned him this recognition and that he is part of the Flair family.” ■

New Graphic Introduced

Flair is excited to introduce its new “Excellence in Flexible Packaging” graphic, which will be incorporated into various documents and marketing materials moving forward. As Flair continues to grow, the company remains focused on providing its customers with exceptional packaging solutions that are supported by strong technical, quality, and design resources. Matching the company's mission, this graphic will serve as a constant reminder of the level of products and services that Flair provides. ■



Excellence
In Flexible Packaging

TECHNICAL BULLETIN:

Flexible vs. Rigid Packaging

While consumers still see many tin cans, cardboard boxes, and glass jars on grocery store shelves, the evolution of the packaging industry now includes various types of flexible options. Visit any local store and you will notice that pouches and bags have replaced some of the traditional rigid packaging selections. Products such as soups, sauces, and baby food that have historically used tin cans or glass jars to package their product have now switched to pouches, some with spouted and closure options for consumer convenience.

Why have manufacturers chosen to make the switch to flexible packaging alternatives? Although traditional types of packaging still have practical applications, flexible packaging offers advantages to many within the supply chain.

One of the biggest advantages for the manufacturer and retailer is the reduced weight of the packaging, which can result in reduced shipping and warehousing costs while creating more space on store shelves. In soup, for example, tin cans represent 40% of the total packaging of the product; new flexible options can reduce this number to 4% while also reducing the total weight.

To illustrate the space savings, one truckload of flat pouches often equals between 15-25 truckloads of empty rigid containers. In a specific example, a Flair customer recently transitioned to a pouch from a glass jar, decreasing their weight by nearly 95% (9.5 oz. empty glass jar and lid vs. 0.5 oz. empty pouch). The customer stated, "We've saved a lot in shipping costs alone and the pouches are recyclable in most states."

With the flexible packaging market currently estimated at nearly \$17 billion in the U.S. and growing at three percent annually, we expect to see more products trend towards flexible packaging as a result of the benefits it provides. ■

Resources:

- "Packaging with punch" Grocery Headquarters Magazine - March 1, 2014
- "Trends in Flexible Packaging" Packaging World - October 18, 2013
- "Losing the rigid ways" Food & Beverage Packaging - May 16, 2014
- "Fast-Growing Flexible is the Future: Global Pouch Forum Shows the Way" Flexible Packaging - May 1, 2014

Advantages in Flexible Packaging

Manufacturers

- Reduced weight and costs in both warehousing and shipping
- Reduced energy consumption during production
- Ability to ship more product in fewer truckloads
- Enhanced consumer experience through convenience features
 - Improved graphics and ability to print on the entire package, attracting consumers' attention
 - Different shapes that will stand out on a retail shelf
- Improved shelf life due to barrier properties and valving capabilities
- Enhancements in sustainability
 - Compostable options
 - Reduced landfill waste
 - Reduced number of trucks on the road
 - Reduced carbon footprint

Retailers

- Reduced weight and costs in both warehousing and shipping
- Increased shelf space (more products and greater revenues)
- Improved graphics and ability to print on the entire package, attracting consumers' attention
- Products have improved shelf life with barrier properties

Consumers

- Convenience features
 - Single serve portions
 - Portability, on-the-go
 - Resealable options
 - Easy open, easy peel options
 - Self-vent packaging for microwave use
 - Retort pouches (food can be re-heated within the package, etc.)
- Consumers reported better taste in retort pouches than traditional tin cans

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