

FLAIRMail

Insights that solve packaging challenges and inspire packaging opportunities

Two-sided registered print + specialty forming & non-forming films = big opportunities for small sized products

Printing on two sides of a non-forming film presents a unique opportunity to package a variety of products using the same clear forming film and simply change the printed film. While two-sided printing requires special equipment, the greater challenge comes when the application requires registered print; consistently placing images and/or text in very specific locations on the film web. Proper registration guarantees consistent visibility and legibility in the finished product. Consistency and clarity of printed information is further enhanced by Flair’s advanced rotogravure printing systems and creative use of specialty inks and surface finishes.

In a recent trial involving a 1.5oz jerky product, Flair paired a double-side registered printed coextruded non-forming film with PLATiNUM™ high-barrier easy-peel forming film. Additionally, Flair’s design group provided recommendations for layouts of brand image/artwork, product information, and barcode that would fit within the print area without sacrificing legibility or visual appeal. The resulting products demonstrated rich engaging graphics and crisp clear content on packaging that exhibited excellent machinability, sealing, and barrier properties (verified by shelf testing).

To learn more about how PLATiNUM forming and non-forming films and two-sided registered printing protect and promote your products, [contact Flair today](#).

Convenience features appeal to ageing consumers

Consumers worldwide are growing older. A study by Euromonitor revealed that by the end of 2017, almost 25% of the global population will be over the age of 50. Older consumers are often able and eager to spend more for products that are sensitive to their needs, because as research by the United Kingdom’s University of Portsmouth showed, aging-related changes such as arthritis, deteriorating eyesight, and physical strength make consumers more likely to feel vulnerable when buying packaged consumables.



Easy-peel lidding films provide reliable seals that are easy for weaker or arthritic hands to remove. Tear notches allow easy access to products in modern specialty pouches. And advanced rotogravure printing systems make nutritional information and preparation instructions clear and sharp for the almost 70% of consumers over 55 who feel packaging text is difficult to read. To learn more about packaging performance characteristics and convenience features that add significant value to products for older consumers, [contact Flair today](#).

Expertise in partial-matte finish makes brand images shine!

Recognizing the growing role of packaging in product promotion and branding, Flair specializes in unique combinations of surface finishes and specialty inks to create rich colorful images that capture consumers' attention. It is Flair's industry leading partial-matte registration, however, that's creating powerful new opportunities for manufacturers to convey brand messaging like never before. Creating eye-catching contrast and depth, the partial matte finish is complemented by a proprietary brand color management program that ensures incomparable color consistency, and spot-on print registration that provides sharpness and clarity that makes lettering easy to read and imagery impossible to resist. To learn more about how innovative package print programs can make your product stand out like never before, [contact Flair today](#).

New additions



David Eliason,
Business Development
Manager. An alumnus
of the University of
Minnesota where he
obtained Bachelor's

degrees in Microbiology and Biochemistry, and a Master's degree in Food Science, David brings almost two decades of sales experience in the area of new packaging technologies for fresh and frozen food products, snack foods, bakery items, processed meats, and heat-and-eat applications.



Greg Cornette, Senior
Corporate Logistics
Manager. Cornette
obtained his BBA in
International
Business from Saint

Norbert College, his MBA from University of Wisconsin-Oshkosh, and Certified Supply Chain Professional Accreditation from APICS. With over twenty years of experience in supply chain operations for national and international organizations, Greg is looking forward helping Flair develop sustainable logistics processes and solutions

