

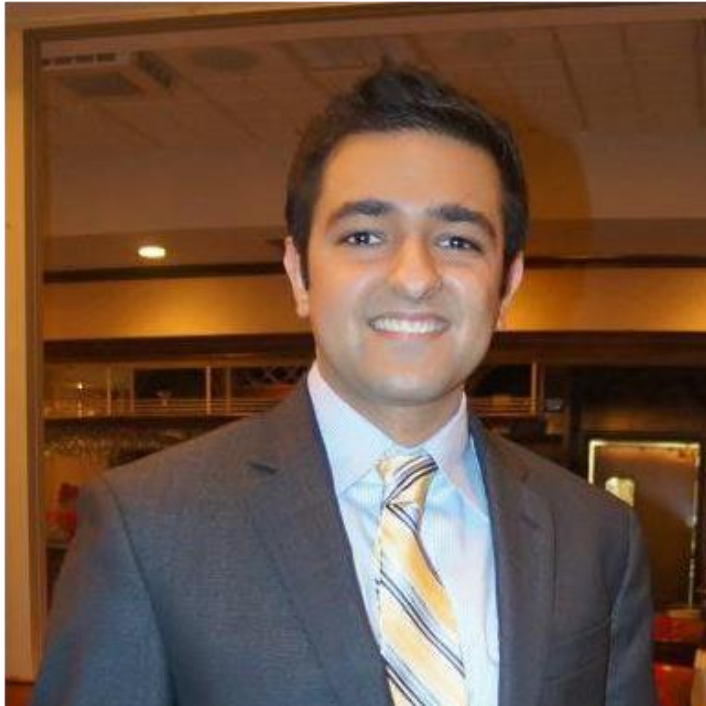
# Product Packaging to Build a Sustainable Brand

Presented by  
FlexiblePouches, *a division of*  
APBA Global, Inc.



flexiblepouches

# About Apurva



- Founder & CEO of FlexiblePouches:
  - A company that aims to level the playing field for consumer-facing product brands of all sizes
  - Based in Houston, Texas
  - Serving clients ranging from Fortune companies to small startups
- In the packaging industry for over 5 years
- Technical background in mechanical engineering with emphasis on materials

# The Importance of Packaging

- Your packaging is...
  - The first interaction a consumer has with your product
  - The “voice” of your product: it must **attract** a prospective customer, serve a **functional** purpose, and **convey key information** about what’s inside
  - Often, the only differentiator between your product and dozens or hundreds of others
- Effective Product Packaging is critical to creating a brand that resonates with consumers



# The Importance of Packaging

- Consumers are Impulsive
- Average retail customer spends less than 5 seconds to both locate and select a product at the store shelf when he/she is 3-6 feet away
- Food / Grocery top the list for impulsive buys: ~70% of retail customers routinely add unplanned food items to their cart
- Most of the time, a potential customer **CANNOT** try before they buy

# The Importance of Packaging

- 95% of New Products Fail Within 1 Year of Launch
- Small and Growing Businesses are the most susceptible. Why?
  - False pretense: “if I have a perfect product, it will sell no matter what”
  - Failure to acknowledge the competition
  - Many of these businesses have not yet established their “brands”
  - Minimal to no focus on “the consumer experience”



# “The Customer Experience”

- Generally the sole predictor of whether or not a customer will repeat a purchase or recommend it to a friend
- Various stages:
  - At Store Shelf (or online search result)
  - Unboxing / Unwrapping (after the purchase)
  - Functionality during product lifetime
  - Failure in either of the above has serious potential implications on decision to repeat purchase or recommend
- Determines a consumer’s overall relationship to a brand



# Package Design Considerations

- **Functionality**

- Does the package protect the product from damage during storage, shipping, and after a purchase?
- Does the package allow for adequate shelf life?
- Convenience factors, i.e. resealability? easy open?

- **Aesthetics**

- Are the overall graphics in line with your target audience?
- Marketing information: logos, colors, etc.
- Accurate information about what's inside

- **Cost**

- Value-add features can often be seen as an investment instead of added costs that eat at margins

# About FlexiblePouches

- Custom Manufacturer of Flexible Packaging
  - Flexible Packaging: constructed out of barrier films
  - Preformed bags (stand up pouches), rollstock
  - Generic / Unprinted Packaging Products
- Our Focus: small companies with limited budgets
  - Allowing them to compete with big corporations by offering the lowest minimums in the industry on custom branded flexible packaging
- Key Markets
  - Food & Beverage, Pet Food, Supplements, Cannabis, Pharmaceutical, Cosmetics & Hygiene, Other



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Thank You!