“Sometimes the best looking design will simply blend in and become invisible, while more simple designs “pop” in this competitive environment”

FLEXIBLE PACKAGING 2017
PACKAGING THAT SELLS!
WHAT MAKES A GREAT PACKAGING?

- **Clarity and simplicity**
  What’s this product for and what is the brand behind it? A stranger to your product needs to be able to answer these essential questions in less than 4 seconds, which is the maximum time average consumer will dedicate to any particular product on the shelf.

- **Honesty**
  By depicting a product ten times better than it is, you’re misleading and ultimately disappointing the consumer, which only leads to poor sales. This is where honesty comes in. Consumers have nothing against simple, inexpensive products, as long as they know what they’re buying!

- **Authenticity**
  Originality, character and memorability are at the heart of great brands and of course, great packaging designs. It’s easy to understand why – there are hundreds of products out there, all competing for consumers’ attention. The only way to set your brand apart is to be different, to be authentic.

- **Shelf impact**
  From a shopper’s point of view, a product is never seen alone and never in detail. It’s not until a certain pattern attracts our attention that we decide to take a closer look. This distinctiveness and appeal of the product when placed on an actual shelf makes all the difference in product sales.

- **Extensibility**
  A product packaging design concept should allow for an easy introduction of a new line extension (product variation) or a sub-brand.

- **Practicality**
  Practicality deals with the actual shape, size and functionality of the product packaging, not just the label or wrap. The more practical the product, the more sales it gets.
**OUR PRODUCTS**

**Roll Form**
Packaging material provided in customized Laminated Barrier Rolls. The rolls can be printed on with your designs, using up to 9 colours. We laminate on OPP, PET, Nylon, CPP LLDPE, Aluminium Foil, MPE and many more.

**Pouches and Bags**
Bags are cost efficient, look great and can be combined with many features to enhance the value of your products. We offer a wide selection of bags, ranging from stand-up pouches to zip-lock pouches, microwave pouches as well as specialty bags for coffee and frozen foods.

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**What type of packaging helps your product stand out?**

<table>
<thead>
<tr>
<th>Block Bottom Bag</th>
<th>Stand up Pouch</th>
<th>Stand Pouch With Window</th>
<th>Stand Pouch With Zipper</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Block Bottom Bag" /></td>
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<tr>
<td>Stand Pouch With Spout</td>
<td>Three-side Seal Bag</td>
<td>Quad-seal Gusset Bag</td>
<td>Center Seal Bag</td>
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<td>Center Seal Gusset Bag</td>
<td>Irregular-shape Bag</td>
<td>Roll Form</td>
<td>Lidding Film</td>
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WHY WE EXIST

Because packaging matters!

It is safeguard, service provider and salesman for your product.

In the end, it is all about the moment of truth - the shelf. Since 70% of all purchase decisions are made in the store, this is your best shot to convince a shopper to buy your product.

Our clients are food manufacturers but their clients are shoppers. Our aim is to make it easy for the shopper to find and chose your product. Yes, great packaging can do that for you.

This is summed up perfectly in our brand purpose, ‘packaging that sells’.

Attractiveness + Practicality + Safety = PACKAGING THAT SELLS

“Our mission is to create value and make a difference for our clients through packaging that enhances a product’s attractiveness, practicality and safety.”
The use of cutting edge packaging not only attracts the customer to your product but can also add value through enhanced veracity, microwavable applications, modified atmosphere packaging, calibration of moisture and increased shelf-life.

Our portfolio includes various materials and up to 9-colors per print run, to bring out the best of your designs. Working with our own facilities and acting as a marketing agent for well-established packaging and printing factories across Asia, gives us the competitive advantage in price and quality - the extra edge we can pass on to our clients.

All production facilities and manufacturing processes follow the ASTM Methods and/or JIS Standards. Dedicated QC inspectors and state of the art quality control laboratories ensure the quality of all goods and compliance with International Standards.
# Guide to Materials Used

<table>
<thead>
<tr>
<th>Category</th>
<th>Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresh Meat</td>
<td>PET/PE-EVOH-PE, PA/PE, Barrier coated PET/PE</td>
</tr>
<tr>
<td>Fresh Fish</td>
<td>OPA/PE, PA/PE, PET/PE-EVOH-PE</td>
</tr>
<tr>
<td>Cheese</td>
<td>OPA/PE, PA/PE</td>
</tr>
<tr>
<td>Ethnic Bread</td>
<td>OPA/PE, PET/PE-EVOH-PE</td>
</tr>
<tr>
<td>Spices/Pulses</td>
<td>PET/LLDPE, OPP/LLDPE</td>
</tr>
<tr>
<td>Inshell Nuts</td>
<td>OPP/OPP, PET/PE, OPP/CPP</td>
</tr>
<tr>
<td>Liquids i.e.</td>
<td>PET/LLDPE, PET/PE-EVOH-PE, PET/FOIL/PE</td>
</tr>
<tr>
<td>Box Wrapping i.e.</td>
<td>High speed OPP</td>
</tr>
<tr>
<td>Biscuits</td>
<td>OPP, PVdC coated OPP</td>
</tr>
<tr>
<td>Crisps/Snack Foods</td>
<td>OPP/OPP, OPP/METOPP</td>
</tr>
</tbody>
</table>

**Glossary of Terms**

**PET**
Polyester – high clarity, high strength at low thickness and excellent printability, hence normally used at 12 micron as a carrier web in a laminate. Available barrier coated or metallised for extra barrier properties. Polyester has added advantage of being dual ovenable and is suitable for a range of applications in this capacity as a single-web, heat sealable film.

**OPP**
Oriented Polypropylene – the workhorse of flow-wrap applications. Frequently used in laminates due to printability, clarity and moisture barrier. Gas barrier is poor however. Also PVdC and acrylic coated as well as metallised and white or pearlised are available for specialist applications.

**OPA**
Oriented Polyamide/Nylon – superb optics and an excellent gas barrier, can be expensive but can make an invaluable constituent of a laminate particularly where puncture resistance is important.

**PA**
Polyamide or Nylon – This material is a cast film and therefore lacks the printability and barrier of its oriented relative. Extruded with PE, makes an excellent top web or VFFS film for most general applications.

**EVOH**
Ethyl Vinyl Alcohol – very expensive but superb oxygen barrier as well as offering resistance to attack from aggressive products. It is generally used at reduced thicknesses, widely utilised in preference to PVdC coatings.

**Alu-foil**
Aluminium foil is available in a wide range of thicknesses. Superb light, gas and moisture barrier offer ultimate product protection whilst adding extra strength and rigidity.

**PE**
Polyethylene – a massive range of blends encompass this particular specification from high density (HDPE) to low linear density (LLDPE). The most commonly used specification in laminating is LLDPE which has excellent sealability in harness with both a high moisture barrier and high strength. The material can be extruded with EVOH to give an improved barrier or with a high EVA content to improve sealability.
“Practicality is the most overlooked aspect of packaging, simply because clients often pick the “tried and true” route which is a lost opportunity for innovation.”