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# Dry Food PACKAGING USING STAND UP POUCHES

***Compete With The Big Boys & WIN!***

**Build Your Brand**

**Packaging That  
Protects and  
Performs**

**Save Money Over  
Other Types of  
Packaging**

**Increase Sales**

**Helpful Videos**



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Finally, use your head. Nothing in this Guide is intended to replace common sense, legal, medical or other professional advice, and is meant to inform and entertain the reader. So have fun with Granola Packaging Using Stand Up Pouches..

## **Dry Food Packaging Using Stand Up Pouches**

Dry food packaging often gets overlooked as needing extra protection. I mean, bread crumbs, crackers, and soup mixes to name a few aren't going to break like an egg would, and they are already in smaller pieces to begin with if you will, so what's to worry about? Here is where my packaging ire gets going as dry food products needs protected from moisture, vapor, odor and other such elements that can affect the taste and texture and freshness. Try telling Pepperidge Farms or Campbell Soup that their

products are "ok" without particular types of barrier packaging and they'll think you were nuts! A few months ago Kelloggs ran into a legal case pertaining to dry peanut butter crackers and salmonella. Do you think their packaging was scrutinized? You bet! Some smaller manufacturers disregard or minimize the need for specialized dry food packaging to protect the contents and keep them fresher for longer and often this can spell doom for those companies not prepared.

In my opinion, nothing protects dry food products such as stand up pouches, also known as stand bags or stand up bags. Stand bags are made from multiple layers of heavy duty barrier film that will not only protect but will provide a considerable amount of room for an applied label or better yet, custom printing. In fact, dry food packaging using stand up pouches can and will help

- Build Your Brand
- Protect and Perform
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I'm not crazy. Using stand up pouches is the magical elixir for cost effective dry food packaging. In coming posts I will explain in detail how these innovative packaging products continue to grow in popularity as brand builders that can increase sales, save money, and most importantly allow dry food manufacturers to ship with confidence.

### **Stock Dry Food Packaging That Builds Your Brand**

Talking about dry food packaging sounds like watching paint dry, right? Wrong! Dry food packaging is critical for the protection of products such as bread crumbs, bird feed, spices, and even cereal. Without the proper packaging, these dry foods would go stale, develop or attract odor, even go bad due to ultra-violet sunlight. While all of these issues are critical to protect the dry food and keep it fresher for longer, here I'm going to rattle off some ways that the right dry food packaging can build your brand.

Stand up pouches, also known as stand up bags or stand bags, have revolutionized the packaging industry. Made from multiple layers of barrier film laminated together stand bags are made to stand upright on a store shelf while providing generous space for a company to apply a label and explain the contents, tell the company story, and otherwise begin building a

brand. Dry food packaging involves many small to medium size companies desperate to get their product on a store shelf. Many small companies don't have the ability or need to purchase 25,000 to 75,000 pieces of a custom printed stand pouch. Many large companies can afford it but why purchase stand bags for so many if they are trying new flavors or are private labeling for other companies at smaller quantities?

Here is where stock stand pouches for dry food packaging can help. Available in various sizes from the ultra tiny that will hold 1 ounce to jumbo sizes that will hold 5+ pounds, these pouches are available in cases of 1000 pieces, are available for immediate shipment, and come with ziplocks and tear notches and sometimes hang holes. Further, stand bags are available in solid colors or even combinations with one side being clear and the other being a solid color. The point here is that companies can purchase a case of stand bags for a tiny investment, print a color label from their own PC printer, and apply it to the ample space on the front and back and even bottom of the pouch to start showcasing their product and just as important their logo and company story and why their product is so great.

In my next post, I'll discuss how custom dry food packaging can build your brand too! Until next time..

### **Custom Dry Food Packaging That Builds Your Brand**

Yesterday we chatted how stock stand up pouches could help build your dry food packaging brand. Today, it is custom stand up pouches for dry food packaging. Also known as stand bags or stand up bags, these innovative flexible pouches have been counted on for years by the big boys like Nestle in good times and in bad to not only protect their product but maintain and/or solidify their brand name in the consumer's mind. However, recent advancements have made custom stand bags possible for small to medium companies as well.

Dry food packaging obviously encompasses many different product categories from pet food to cereal, from flax seed to quinoa. The situation remains the same, how can these manufacturers protect their product and build their brand? Custom printed stand bags are the answer. Now, certain manufacturers like StandUpPouches.net can run as few as 5000 pieces with the same incredible bold Rotogravure printing, eye catching graphics, and all the features like ziplocks, tear notches, hang holes, and even pour spouts that many thought were only available to the major players.

Stand pouches are made from multiple layers of barrier film that is laminated together so the dry food product itself is protected from moisture, vapor, odor, and even sunlight. Even better, the printed layer is trapped between these barrier film layers, so there is no way to scratch or damage the printing at all. By design, stand up pouches are made to stand erect on a store shelf and a natural advantage from this design is the wide face and back of the pouch that is

perfect for a company to print their logo but more importantly the company story and why this particular product is so good, yummy, different, longer lasting, etc. Want to learn more? Check out our Building Your Brand Starter Kit.

### **Dry Food Packaging Using Stand Bags That Protects and Performs**

As I've mentioned in other posts, dry food packaging pertains to so many industries from pet food and cereal to spices and bread crumbs. Just because a product is dry doesn't necessarily mean it doesn't spoil or go bad or go stale. We've all had crackers or cookies that were in less than optimal dry food packaging and they lost flavor or weren't crispy or whatever. This ultimately turns into a serious negative in the eye of any consumer and we all know consumers have long memories.

Here is where stand up pouches, also known as stand bags or stand up bags, can play an important role in dry food packaging. First, stand bags protect. The multiple layers of barrier film are made specifically to keep the contents fresher for longer. Stock stand bags are generally made with far more barrier protection than the customer may need and custom stand pouches are developed with the particular dry food product itself in mind, the weight of the product, the environment it will be stored or displayed in, opened and closed, etc. My point here is either way, using stock stand bags for dry food packaging or custom stand bags, your product will be protected far and away better than other types of flexible packaging and other types of packaging like a bag inside a box or a bag inside a metal in, etc. Look no further than other posts pertaining to dry food packaging for info regarding how stand up pouches save money over other types of packaging.

As far as performing, stand bags are the stars of the show on retail store shelves. Whether you'll use a stock stand pouch where you apply a label or better yet you purchase custom printed pouches that have the bold and dynamic printing that says "LOOK AT ME" or "LEARN WHY OUR PRODUCT AND COMPANY ARE SO GREAT" these flexible stand bags will stand effectively and erect on a store shelf and also provide easy access into the contents using the tear notches and ziplock or even a pour spout if needed.

At StandUpPouches.net, stand bags are our passion. We believe if you have a need for dry food packaging stand pouches will protect and perform. FYI, if you are interested in other advantages using stand pouches for dry food packaging, see these other blog posts here!

## **Dry Food Packaging That Saves Money Over The Others -- Part One**

Dry food packaging is a broad stroke of the packaging industry that includes everything from cereal and trail mix to granola and flour and everything in between. The point of this post is to explain in a little detail how dry food packaging using stand up pouches can save money over other types of packaging.

Let's assume we are dealing with dry food packaging for flour. Some options to package flour include

- Folding Cartons
- Corrugated Boxes
- Heavy Duty Plastic Bags
- Paper Sacks
- Stand Up Pouches

Folding cartons are made from paperboard (either recycled or virgin grade). Dry food products packaged using this type of container are limited to the amount of weight, most likely less than 1.5 pounds and folding cartons offer little or no barrier protection, meaning in order to protect the flour another type of packaging is required, most likely a plastic bag. In a nutshell, dry food packaging using folding cartons would need not only the carton but an inner barrier bag as well. Estimated cost for a custom printed folding carton that would hold 1 pound of flour \$.25 cents + \$.02 cents for an inner liner. \$.27 cents

Corrugated cartons are another style using paper but this dry food packaging is much more durable than folding cartons...and in many instances...cheaper too. Same as folding cartons, corrugated cartons offer no barrier protection for the flour, so an inner liner, most likely a plastic bag, will be needed to not only contain the flour but offer some barrier protection. This style of dry food packaging will cost \$.20 cents + \$.02 for an inner liner. \$.22 cents

Tomorrow...in Part Two, we'll discuss other types of dry food packaging.

## **Dry Food Packaging That Saves Money Over The Others -- Part Two**

Yesterday we discussed dry food packaging using folding cartons and corrugated cartons. Both offer little or no barrier protection for our product, in this case flour and need an inner liner in

order to attempt to keep the flour fresh. Today we turn to two more types of dry food packaging...

Heavy duty plastic bags, here we are talking the large ziplock style flat pouch made from either single layer or co-extruded types of plastic. Contrary to what others may think, single layer film or even co-extruded film isn't barrier film, so the contents are not necessarily protected from moisture, vapor, or even outside odors. While dry food packaging such as this is cheap, rarely will you see just a flat bag on a store shelf holding flour. Most likely if someone was serious about selling their flour they'll put this heavy duty ziplock bag into an outer carton, so we have a bag inside a box concept once again. Estimated price is \$.25 cents total for both bag + carton.

Paper Sacks or paper pouches look nice and inviting as they have the natural-ness of the paper, but once again, paper does not offer barrier protection for the flour example (or any other dry food for that matter). Paper sacks like those you would see at bakeries or even coffee style bags need either another layer laminated to it to provide barrier protection or just like the other dry food packaging discussed earlier, will require an inner liner, like a bag to contain the flour and provide some level of barrier protection. Estimated cost \$.20 cents + \$.02 cents for a tin tie...\$.22 cents.

Tomorrow, we'll discuss dry food packaging that really works for flour or any other type of dry food. Stand Up Pouches!

### **Dry Food Packaging That Saves Money Over The Others -- Part Three**

We've been chatting about different types of dry food packaging. Over the past 3 days we've looked at a dry food example of flour packaged using folding cartons, corrugated boxes, heavy duty plastic bags, and finally paper sacks. More specifically we looked at the costs associated with each of these types/styles of dry food packaging. Today, we will look at the #1 dry food packaging available and why.

Stand up pouches, also known as stand bags or stand up bags, are made from multiple layers of heavy duty barrier film laminated together. It's these layers of barrier film that provide protection for the contents from moisture, vapor, odor, and even sunlight. Further, laminated film is incredibly strong to protect from puncture or even falls from store shelves. More importantly, the laminated film along with the design of a stand up pouch allow this type of dry food packaging to stand erect and effectively on a store shelf.



The best part about using stand up bags for dry food packaging is these are an all-in-one solution. There is no need for additional packaging or an inner liner, the stand bag is strong enough to stand and provide barrier protection as well. Further, as an added bonus, this type of dry food packaging has a natural wide face and back for custom printing that features bold and dynamic colors of your logo and plenty of additional room to tell the company story and why your product is so great, awesome, better than all the others, yummy, etc. Estimated cost of printed stand up bags? \$.15 cents...and this includes the custom printing, a heavy duty ziplock for open and close, and deep tear notches as well.

From a pure cost stand point, dry food packaging using stand up bags is flat out less expensive than all the others. From a convenience factor and a consumer appeal standpoint, without question using stand bags for dry food packaging is a smart choice.

### **Dry Food Packaging Using Printed Stand Up Pouches WILL Increase Your Sales**

As we've been chatting, let's assume you have the need for dry food packaging and you really want to increase your sales too. What a concept, right? Dry food packaging can take the form of several types, from a folding carton and corrugated box, to a plastic bag inside of another bag, among others. Here's my point, if you have the best dry food product in the world and you package it using one of the inefficient items mentioned above and I have the second best dry food product in the world but I use stand up pouches and we are both on the same store shelf at Whole Foods, I'll sell WAY more product than you will, even though your product is better than mine. Don't agree? Care to wager?

Corrugated boxes or folding cartons or any of the other dry food packaging I mentioned over the past few days will not provide the barrier protection, ease of use, stability, cost effectiveness, or most important the consumer appeal as a stand up bag. I don't care how many ways you try to dress up a pig, it's still a pig.

Printed stand up pouches, also known as stand bags or stand up bags, are made from multiple layers of barrier film joined specifically for the product it contains to protect from moisture, vapor, odor, sunlight, and puncture. Printed stand bags have the wide face and back perfect for describing how awesome the contents are inside, what makes it so yummy and delicious. Printed stand pouches have a heavy duty ziplock and tear notch and even a hang hole and pour spout if necessary, meaning getting to the contents and reclosing them when finished is simple, quick, and easy. Finally, printed stand bags are far and away cheaper than any other type of retail packaging available that will do all that it will do.

So, stand up pouches are the best form of dry food packaging, hands down.

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<http://www.standuppouches.net/help/videos/>

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