

## Flexible Packaging

### Production Guide



## Key Factors That Impact Flexible Packaging Production

The FMCG industry has become highly competitive in the use of flexible packaging for products. Consumers can find the same product by different brands in lucrative packaging and often make the final buying decision based on the aesthetics of the product. So it is necessary for brands, too, to create unique flexible packaging designs that attract the right audience, provide efficiency and boost sales. The key is to make packaging functional & appealing by factoring in elements like transparency for product display, printability, barrier & heat resistant properties, and re-seal features for reuse. This can often result in a complex design that is hard to implement in reality.

In this blog post, we're going to talk about the key factors that you need to take into consideration with flexible packaging.

### **Achieving Transparency & a Secure Bond**

Good transparency makes your product aesthetically appealing and is user friendly, allowing the customers to see what they are buying. Secure bond helps improve the shelf life of products.

These are key to packaging products, especially in the FMCG industry, where a lack of secure bond can lead to spoilage. To achieve this, converters use two or three-layered packaging, each for their respective properties.

You can instead use a single flexible packaging material that serves both needs. Mono-material packaging promotes sustainability, unlike the two or three-layer structure that is hard to separate and hampers the recycling process.

## **Barrier & Heat Resistance Properties**

The conventional BOPP films do not have heat resistance properties and tend to shrink during the conversion process. Thus, while choosing your flexible packaging raw material, you must take heat resistance property into consideration. Also, it's essential to check if your barrier film is capable of providing protection against moisture, gases, chemicals, and other outside elements and increase the shelf life of the packaged product.

## **Eliminate Blocking**

Blocking is a phenomenon where stacked or layered packaging films cling & form a block, causing damage or optical impairment during separation. While selecting raw materials, consider the blocking factor. Materials that are high blocking pose converting challenges; they make the manufacturing process complex and majorly impact logistics and shipping. It can also result in production issues and downtime.

However, flexible packaging films are now gaining popularity as they are low blocking. They make the process easier and facilitate storage and shipping.

## **Converting Compatibility**

You must select the lamination material wisely & use the ones that are compatible with your packaging. For instance, often flexible packaging film converters seal PET trays with traditional lid films using a layer of LDPE. This makes the process complex and requires an additional layer to ensure compatibility.

However, the PET-based heat-seal layers are compatible with rigid PET trays and do not require an additional sealing layer.

## **Print Compatibility & Quality**

Often, certain flexible packaging films lack compatibility with print technologies and/or result in inferior quality print. No or misprinted packaging goes on to reflect your brand and can discourage consumers from buying your product. Thus, print compatibility & quality is one of the most important factors to consider while selecting flexible packaging material.

You should make sure that the packaging material is compatible with the print technology you use. Also, there are films that support long-lasting print and are friendly to customizations in design. This provides you the opportunity to create an aesthetically appealing packaging solution and boost your chances of sales.

## **Discuss With Your Supplier**

Before you make the final decision, you must discuss with your supplier all the details to make sure that the product you choose simplifies & streamlines your converting process. Cosmo Films, a global leader in specialty films, has a friendly support team

that will walk you through all the details and answer all your questions about our products & services. Its R&D team innovates to provide value to clients by ensuring:

- High-quality packaging to reduce food wastage,
- Sustainability through packaging material rationalization & recyclability,
- And a smooth converting process by providing compatibility with various print & converting technologies.

Cosmo Films' experts will help you analyze & find out the best packaging solution for your requirement to make sure of a smooth & easy converting process. [Click here](#) to connect.