

# Single-Serve Packages Showcase Less is More

Avery Dennison Expanded Stickpak Portfolio



# Experts Are Predicting Exciting Growth for Stick Packs.

The rising trend of on-the-go consumers, convenience and eco-friendly packaging are accelerating growth for this innovative, narrow web flexible packaging solution.

- > According to reportlinker.com, the global stick packaging market was valued at \$229.2 million in 2014 and is expected to reach \$353.1 million by 2022.
- > Freedonia Group reports that stick packaging in the US is projected to grow at 5.6% exceeding tube growth projected at 3.8% growth through 2018.

What's so great about stick packaging? Virtually everything.

- > Online retailing will drive stick pack growth due to its capability to handle a wide diversity of products.
- > Growing versatility with notched and easy-open versions are making stick packs even easier to grasp, open, squeeze and dispense.
- > Sticks are "upscale" and allow for brand expansion into single use and bundle packaging, as well as short-runs, regional products and versioning.
- > Thinner products with higher barrier capabilities provide better product protection from factors such as moisture and oxygen.

**Stick Packs are 10-40% less packaging per unit than that of traditional packets. Sticks take up less space in shipping and on shelves and racks, emits less carbon dioxide and allows CPG companies to reduce their carbon footprint.**



## Check Out These New Stickpak Applications to Build Your Business

### Food and Beverage

- > Breakfast Drinks
- > Coffee and Tea
- > Condiments
- > Confectionary

### OTC/Nutraceuticals

- > Uni-dose packaging
- > Gels, powders, pills and capsules
- > Drink mix supplements
- > Protein powders

### Consumer Goods

- > Single use Household Cleaning Additives
- > Single use additives for Lawn and Garden
- > Samples and travel for Cosmetics
- > Toiletries for all



# Our Expanded Fasson® Rapid-Roll® Stickpak Portfolio Gives You Good-Better-Best Options for a Wider Range of Applications.



## Traditional Options

### GOOD

#### Stickpak LDPE 280 HB

White StickPak w/ LDPE 280HB surface printable polyester-faced laminated pouching material.

The polyester film offers good puncture resistance versus paper, and a high gloss for excellent graphic presentation. LDPE sealant film is general purpose for dry goods.

### BETTER

#### Stickpak Metallocene 300HB

White or silver polyester faced laminated pouch film with excellent chemical, light and odor resistance.

The high slip package requires a corona treat prior to printing but is preferred on packaging equipment. Offers a wide seal temperature range and a very good seal through contamination sealant film.

### BEST

#### Stickpak Surlyn 280 HB

Surface printable white or silver polyester-faced laminated pouching material.

For applications requiring excellent seal through contamination properties such as airborne powders and high oil or fat concentrations. Also, Surlyn is a superior sealant for dry goods and liquids.

## Easy-Open Options

### GOOD

#### Easy Open Stickpak Surlyn 350HB

Face is an easy to tear OPS film laminated to a Surlyn sealant.

The OPS face is corona treated and may require a corona bump prior to printing. This face must be varnished for use in packaging equipment. This combined lamination provides a good option for a non notch stick pack.

### BEST – NEW!

#### Cello Stickpak Surlyn 300 HB

Easy tear cellulose face with enhanced printability.

This bio-based Cellulose face is made using renewable resources and bring excellent dimensional stability to the packaging process. This lamination combined with a Surlyn sealant is an excellent combination to provide stick packs with a clean no-notch opening.

Rapid-Roll® helps products stand out on the shelf through differentiated, non-pressure-sensitive solutions. Many are available through EXACT and Ready Width service programs. Plus business development managers and regional technical experts are just a phone call away.

Our Rapid-Roll® Flexible Packaging portfolio offers a full array of options for all markets and a variety of applications. They include:

- > Easy-to-convert paper-faced pouching materials and newly enhanced film-faced pouching products
- > Snack webs, now liquid fillable

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