

PACKAGING MATTERS: KEEPING UP WITH CONSUMERS

Five Industry Trends Shaping Tomorrow

FreshLock

by **Presto**

INTRODUCTION

The world around us is changing faster than many of us can fathom. And, with changes come fluctuations in consumers' purchase habits, interests, and beliefs. As brands, manufacturers, and co-packers, we are continually working to assess which trends are short-lived fads and which will be here for the long haul. At the same time, we're trying to win market share over competitors and create lasting, quality improvements in products and packaging.

Marketplace transformations ignite exciting opportunities for brands. Trends that are here to stay spark innovations that make life easier, fulfill consumer or manufacturing needs, and solve long-standing challenges that can help brands win.

Join the Fresh-Lock® team at Presto as we uncover five trends driving industry change. You'll finish this eBook with thoughts to explore and brainstorm with your team.

LET'S GET STARTED

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THE EVOLUTION OF SNACKING

FOR SOME, PLANNED AND ORGANIZED three-a-day meals are quickly becoming a thing of the past, especially as time-stretched consumers choose on-the-go options and snacks as their meal replacement of choice.

From protein-packed jerky and cheese to nuts and fruit mixes, consumers are finding value in smaller, more frequent eating. Not only is a multi-snack, mini-meal approach deemed healthier by some dietitians, it allows shoppers to get the flavor and nutrition variety they desire throughout the day.

This eating revolution mainly came about thanks to the fast-paced millennial generation, which has a tremendous amount of purchasing power. [Forbes](#) shares that in 2018, millennials in the U.S. alone will be spending \$200 billion – the most spending power of any generation. And, it will only increase as they grow in their careers.

It's no wonder we've so quickly seen changes in the marketplace. The explosion of bold flavors, new packaging shapes and sizes, and unique ingredient choices are what millennials are craving. Just think about how the grocery landscape and product offerings have shifted in the past five years.



Meet Millennials Michael and Jessica

Newlyweds, Michael and Jessica, are building their careers and enjoying as much freedom as possible before they have children. They are busy and successful young professionals who want work-life balance and products that support their on-the-go lifestyle. When it comes to eating, they turn to snacks to curb cravings during the workday and prefer quick-prep dinners at night.

Snack Packaging Changes as Millennials Age

According to [Mintel](#), millennials snack four or more times a day, which is more than any other generation. Millennials are defined as anyone born between 1981 and 1996, or between the ages of 22 and 37 in 2018. You know that the lifestyle gap between a 22- and 37-year-old is, however, drastic.

That sizable age gap is precisely the reason experts often divide the generation into “older millennials” (1981-1988) and “younger millennials” (1989-1996). While millennials, young and old, are all avid snackers, they have considerably different needs when it comes to the snacks they’re purchasing.

Younger millennials (1989-1996) are likely to be buying for themselves. This group craves convenience since they’re always on the go.

“A small standup pouch creates an ideal packaging experience for on-the-go snackers”

Single-serve or smaller-sized pouches fit the bill – they’re fans of throwing snacks in their purse or bag, munching on the go, and will pay a premium for convenience and unique options. Shopping in bulk is more uncommon as package contents are likely to go stale before finishing.

Mintel research shares that convenience is one of the most important factors to consumers when selecting a snack. What’s more, [77 percent](#) of snackers prefer ready-to-eat snacks over those that require preparation.

“A small standup pouch creates an ideal packaging experience for on-the-go snackers,” says Rick Custer, Fresh-Lock Commercial Director, Presto® Products. “It can be tossed in a purse or backpack. It fits nicely in your car’s cup holder, and when reclosable features are added, the package provides even more value.”

Young millennials (1989-1996) are likely to be buying for themselves. This group craves convenience since they’re always on the go.



Between raising their young family, paying the mortgage, and trying to excel in their career, older millennials (1981-1988) have a different set of needs when it comes to snacks.

As millennials get older and have families, they're looking to purchase their snacks in multi-serve or bulk portions to better support their families. And, they're not just buying any snack. **Thirty percent** of parents are serving healthier snacks to their children – this includes millennial parents, too.

The snacking revolution is one reason low carb, protein-packed meat snacks are growing **seven percent** annually, outpacing the rest of the market.

"Snacks will be enjoyed by multiple people in a household. Millennial parents want healthy options

"Brands, packagers, and retailers have an opportunity to distinguish their offerings with packaging that provides added value and functionality"

for their kids, so you can expect the trend of high-protein snacks to continue growing," shares Custer.

Whether you package protein snacks or another type, six individual snack packs per box doesn't go far for a growing family. While single-serve snack packs aren't going away, multi-serve allows them to more affordably and efficiently feed the family and cut back on multiple trips to the grocery store.

"Brands, packagers, and retailers have an opportunity to distinguish their offerings with packaging that provides added value and functionality," adds Custer.

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Tap into that Potential Revenue

Succeed with this diverse millennial segment by designing packaging that caters to multiple needs.

SMALL & TALL STANDUP POUCH

- Great for jerky, specialty nuts, dried fruit, granola, trail mix
- Narrow, tall format attracts attention on shelf
- Standup quality allows consumers to store nicely at desk, in pantry, and fit hand inside to the bottom
- Clear window or sensory packaging quickly cues consumer of product attributes

FRESH-LOCK® MINI SLIDER

Small-sized slider is cost efficient compared to larger sliders and is a great alternative for closures on small format pouches.



FRESH-LOCK® DZ DOUBLE ZIPPERS

Block out air and lock in freshness with double sealing press-to-close zippers.



FLAT-BOTTOM, CLEAR GUSSET POUCH

- Perfect for popcorn, chips, crackers, puffs
- Flat bottom sits nicely on pantry shelf
- Reclosable slider keeps contents fresher longer
- No chip clips or tape
- Clear side gussets allow for greater transparency

CLICK 'N LOCK™ SENSORY ZIPPER

Audible tactile sensory feature that indicates the package is sealed.



SLIDE-RITE® STANDARD SLIDER

Simple grip and slide sliders make opening and closing easier than ever.



CONSUMER CONNECTION

SNACKING

During Michael's recent trip to the grocery store, nuts were on his list of things to buy. While comparing options, Michael gravitated towards a package of habanero-mango flavored almonds.

This product and package won him over for multiple reasons:

- It was a high-protein snack
- He was able to see how much flavoring was on the product thanks to the clear window
- The matte, craft paper-looking pouch design stands out compared to other choices
- The small-sized package could be easily carried between the office and home
- A convenient reduced scale slider topped the package which, from his experience, was faster and easier to open and close and prevented spills in the car

*Millennials Michael and Jessica **spend an average of \$245 per month** at the grocery store. This is more than \$100 less than their older millennial counterparts with children who spend \$360 per month. Michael and Jessica are selective when it comes to what they purchase: they are convenience-driven and look for products that fit their lifestyle.*



If a product can add value to Michael and Jessica, brands have a chance to win their share of wallet. When a brand wins them and their peers over, Acosta research identified that **45 percent of millennial shoppers like sharing favorite grocery brands with family and friends – proving advocates and influencers can make an impact for brands.**

2

THE CENTER-STORE COMEBACK

THE PERIMETER OF THE GROCERY STORE has always been a shopper favorite: it's where the fresh produce, bakery, and refrigerated items live. To consumers, the perimeter has always been the spot to find healthier options, however, as shoppers become savvier with nutritious, better-for-you foods, search for deals, and look for alternatives, they'll find answers in the center aisles.

Catalina research reveals that the center store is critical to grocery stores and represents **81 percent** of all store trips. Thanks to a new generation of innovators and brands developing products in the frozen aisle and snack category that fit shopper tastes and behaviors, the center store is reinvigorated.

To remain top-of-mind and grow, brands must continue to understand consumers' ever-changing preferences, and price needs.



Get to Know Fitness Fred

Fred is in his 30s with a demanding outside sales job and a family to care for, yet he still manages to prioritize his wellbeing. Five years ago, Fred made the choice to lose weight and focus on his health. He's a big believer in organic foods and is at the gym at least three times per week. He takes products like workout recovery drinks, protein-packed snacks, and protein powder with him, but bulky rigid containers don't fit in his gym bag. Fred frequents specialty health shops and high-end grocery stores where convenient premium packaging proclaiming healthfulness is likely to catch his eye.

Frozen is the New Fresh

The coldest aisle in the grocery store is about to get even cooler. For years, brands have known the benefits of their frozen produce, vegetables, and healthy entrées: affordability, convenience, and higher nutritional value compared to canned items. However, new research shows an uptick in popularity of frozen foods. A 2017 survey from Acosta revealed that **43 percent** of millennials, **27 percent** of Gen-Xer's, and **19 percent** of baby boomers are buying more frozen food than they were just a year ago.

The [Food Institute](#) also notes that volume growth for frozen foods is positive for the first time in years. This is partially thanks to new product innovations changing consumer perceptions. They shared, "The biggest portion of the frozen category is meals and appetizers, which makes up **35 percent** of the group. The meals and appetizers segment had sales growth of **3 percent**, the highest in five years, RBC found."

"Will this make mealtime simpler?"

"How long will this last us?"

"What steps are required for cooking?"

Motivations that lead to purchase are equally as critical to understand. When consumers' questions are answered such as "will this make mealtime simpler," "how long will this last us," and "what steps are required for cooking," brands are more easily able to capture attention.

To stay top of mind, consider this when it comes to your packaging and product lines. Selections that save time, are affordable, and meet today's trends can win the sale time and time again.

You'll see examples of brands following this mindset with new innovations such as frozen spiralized zucchini and frozen riced cauliflower. These trending low-carb alternatives are getting added to the grocery list because they offer time savings, do not have to be eaten all at once (or in one week), and align with trending diets.



Brands excelling in this space are offering up options to maintain product freshness and shelf life. If frozen products are healthy, convenient, and affordable, but get freezer burned before the product is finished, it isn't worth the price to consumers. In fact, they realize it contributes to the global food waste epidemic (which we cover in Chapter 4).

The right reclosable features on frozen foods help to reduce oxygen transmission that leads to frustrating waste due to unclosed pouches. The Flexible Packaging Association states that **over 60 percent of consumers say resealable packaging is an attribute they would pay more for.**

If your packaging doesn't provide reclosability, consumers turn to seal their packages with rubber bands and clips. This is an inconvenient option that reflects poorly on your brand and degrades the consumer experience.

"While consumers value multi-use packaging that can reseal, zippers that pop open and spill

contents in the freezer can create frustration," shares Dave Cook, Fresh-Lock Regional Sales Manager, Presto® Products. "These issues usually stem from zippers that cannot handle extreme temperatures. Look for double locking zippers or systems that provide additional proof-points that the package is fully sealed such as audible-tactile zippers."



Standing Out in Shelf Stable

Head a few aisles over and you'll reach shelf stable product selections that have an opportunity to win big, too. One of the challenges with these aisles is that all the products are lined up perfectly on equidistant shelves, offering little visual differentiation or chances to get noticed.

Innovators in this space are likely to stand out, and a packaging format change, unique shape, or minimalistic graphics can do the trick.

To grow in the center of the grocery store, [Catalina research](#) stresses the importance of creating something new, being transparent and premium, commanding shelf space, and showcasing your advantage.

"Ensure your packaging, branding, and messaging is always visible by incorporating reclosability into the packaging"

One way to do this is by focusing on trends consumers are following. "More and more, [addressing new consumer demands around sustainable, organic, GMO-free, and other attributes] are associated with high quality in the minds of consumers and often command premium pricing," shares [Catalina](#).

Another way to capture attention is through product packaging, graphics, and convenience features. However, missed branding opportunities can come up if your product needs to be repackaged once it ends up in the consumer's pantry.

Consumers repackage product contents when primary packaging doesn't offer reclosability from the beginning. Not only does this waste materials, it's frustrating to consumers – plus, on-pack branding and communications are completely discarded.

"Ensure your packaging, branding, and messaging is always visible by incorporating reclosability into the packaging," says Cook.

"Without this, consumers tend to repackage the product or cut off part of the messaging on the package top, twisting the packaging, or find their own means to reseal the bag. This is something brands rarely do. In addition to subverting the entire objective of reclosability, cutting off the package top results in missed brand exposure and recall opportunities."

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Unlock Revenue Opportunities

When it comes to the center of the grocery store, convenience is key. Packaging features that remove the nuisances of repackaging, stale food, and consider storage and usage will stand out on shelf at the moment of truth.

MULTI-USE RESEALABLE STANDUP POUCH

- Great for riced vegetables, frozen fruits, sugar, flour, quinoa, specialty salts and spices
- Standup bottom makes storage and usage easy for large- or bulk-sized items
- Clear window shows product quality
- On-pack communication educates on easy storage or increased shelf life
- Differentiate with unique metalized or matte films



FRESH-LOCK® PARTICLE PLOW SLIDER

Plowing sliders remove granular product particles off the track to ensure the package is sealed reliably. Perfect for protein powders or extra salty snacks.



FRESH-LOCK® CLICK 'N LOCK™ SENSORY ZIPPER

Audible double locking mechanism provides assurance that package is fully closed, blocking out air. Great for frozen items or snacks.



CONSUMER CONNECTION

CENTER-STORE

Frozen fruit is on Fred's grocery list for smoothies. Fred always buys the largest size possible, so he doesn't run out. But, ever since his "very berry disaster" last year when all the berries spilled throughout the freezer, he is adamant to purchase a package with reclosability.

After finding a product that is healthy, a good price, and assures him that his product is fully sealed, Fred has become brand loyal. His new product of choice has a Fresh-Lock® Click 'N Lock™ sensory zipper that provides audible tactile crushing cues that the double zipper is fully shut. Plus, it withstands the freezing temperatures and doesn't pop back open due to temperature fluctuation.

Consider Fitness Fred's life and pain points when designing packaging for the center store.



3

CONVERTING TO FLEXIBLE PACKAGING

BRANDS THAT HAVE MOVED from rigid to flexible packaging are no longer outliers. Many realize the transition improves efficiency and increases revenue – all while appealing to consumers' needs and demands for their products' packaging.

Data tells us that consumers are willing to spend more money for products in flexible packaging, which closures provide.

A study by the FPA found that **13 percent** of consumers would pay more money for packaging that is easy to store and/or extends the product life. Additionally, **14 percent** would pay more money for a package that can reseal.

However, as certain brands that weren't originally packaged in flexible transition, child safety must be considered—especially for household items like cleaning supplies, pool chemicals, and lawn care.



Meet Dana and Dennis

Dana and Dennis are in their early 60s and are proud grandparents to two little ones. These baby boomer grandparents are worried about the grandkids' safety since they frequently visit in the summertime. Between pool time and playing in the house, there are a lot of things the grandkids can get into that could be potentially harmful if ingested.

Dana and Dennis try to ensure cupboards are closed, cleaners are put away, medication is hidden, and the pool chemicals are kept in the garage; however, they're getting more concerned as the kids get smarter, faster, and stronger.

When it comes to their food, Dana hates that products go stale in the pantry because they don't consume them fast enough. She often has to repackage crackers and cereal because they don't come in reclosable, easy to close packages. She's starting to look for brands that have better packaging closures so they aren't so wasteful.

Unlocking Brand Owners' Benefits

A study by the Flexible Packaging Association indicates **55 percent of brand owners** saw a sales increase from making the transition to flexible. This statistic alone proves it's wiser than ever to package products in reclosable flexible packaging. While transitioning to flexible packaging requires upfront costs, the investment will eventually pay for itself. Another [FPA study](#), conducted by Harris Poll, outlined brands' primary motivations for switching from rigid to flexible packaging:

- 57%** Lowered production costs
- 49%** Supply chain efficiencies, lower transportation costs
- 39%** Sales increase of up to 10%
- 16%** Ability to price at a premium

It's clear flexible packaging and standup pouches are here to stay with a predicted growth of **7-9 percent** per year through 2023. The possibilities of flexible are wide-ranging. Instead of packaging products in rigid containers, clear tubs, or large industrial buckets, various flexible packaging configurations allow larger billboard branding opportunities and cost-saving efficiencies. Plus, when it's topped with reclosable features, it offers extended shelf life, ease of storing, and overall consumer convenience.

"If your goal as a brand is to be more than just a value brand and project a quality product, let the consumer know that your brand cares about their experience all the way throughout the product's life

cycle with moments that make an impact on their day to day life," explains Custer.

But, as important as it is to create ease of opening and convenience in packaging, it's equally necessary to keep children out of products that could be harmful to them if ingested. This is precisely the reason Fresh-Lock® developed the Child-Guard® child-resistant slider.

The term child-resistant implies special packaging specifically designed and constructed with the goal of reducing the risk of children ingesting possibly unsafe items by creating an additional barrier for protection.

Child-resistant packaging is defined in the [U.S. Poison Prevention Packaging Act of 1970 \(PPPA\)](#) as "significantly difficult for children under five years of age to open or obtain a toxic or harmful amount of the substance contained therein within a reasonable time and not difficult for normal adults to use properly." The requirements for child-resistant packaging are outlined in [Code of Federal Regulations Title 16 \(CFR-16 Part 1700\)](#).

There are international standards in place that describe testing protocols to validate the effectiveness of child-resistant packaging. These are the international standards described in [ISO8317: 2003](#).

Keeping Kids Safe

Big opportunities exist for brands that find their way to flexible packaging – especially for products such as multi-use pool chemicals, lawn care products, and cleaning supplies.

In 2016, the American Association of Poison Control Centers reported **17 unintentional fatalities** from accidental poisoning. Products like pool chemicals, some household items, pharmaceuticals, nutraceuticals, and pesticides are regulated under the Consumer Product Safety Commission and the EPA. Until the development of child-resistant sliders, multi-use flexible packaging hadn't been an option, but each of these markets can greatly benefit from child-resistance to keep kids safe.

Early adopters of child-resistant flexible packaging have already found success with the format. Think about soluble unit doses (SUDs) in the laundry market, for example: SUDs have pathed the way for other markets to find confidence in a new format that provides product protection while creating manufacturing efficiencies. Today, brands in the pool chemical industry are inquiring about child-resistant flexible packaging for their products, too.

“As we know, pool chemicals have traditionally been packaged in costly rigid tubs or single-use flexible pouches,” says Meussling. “The industry has been limited to use that type of packaging for years. A reclosable, flexible package is finally an alternative option that can provide significant benefits and efficiencies.”

The same can be considered for other multi-use or emerging products that could be subject to federal regulations or may benefit from child-resistant packaging.

*Keep in mind that not all supposed safe packaging options live up to federal standards for child-resistance. Protect children by looking for flexible packaging closures, like **Child-Guard® sliders**, that are truly child-resistant by FDA standards and not just “hard to open.”*



Capitalize on Conversion

If your product is one that would benefit from child protection, apply the feature to reclosable flexible packaging to gain share of wallet with consumers. Child-resistant packaging saves lives, and as more brands transition from rigid to flexible packaging, the need for a trustworthy, tested solution is needed. Top it with a Child-Guard® Child-Resistant Slider.

CHILD-RESISTANT PACKAGES

CHILD-GUARD®

CHILD-RESISTANT SLIDER

Keep kids out of potentially harmful substances with a tested closure system developed to meet the Poison Prevention Packaging Act Standards (Title 16 CFR 1700). It opens the doors for reclosable child-resistance on flexible pouches and is listed on the ASTM D3475, Standard Classification of Child-Resistant Packages.



CONSUMER CONNECTION

CONVERTING TO FLEXIBLE



Grandparents and baby boomers Dennis and Dana heard that up to [20 percent](#) of pediatric poisonings involve a grandparent's medication, so they're trying to be extra cautious with the grandkids coming over more frequently in the summer. Between putting child locks on cupboards and putting everyday cleaners, chemicals, and medications out of sight, Dennis is getting frustrated that he cannot easily access things.

Also, with the grandkids coming over to swim in the pool, Dennis and Dana worry about the pool chemicals that they store in the garage next to the pool toys. The [CDC](#) shares that every day over 300 children in the United States ages 0 to 19 are treated in an emergency department, and two children die, as a result of being poisoned.

Dennis and Dana heard about child-resistant packaging and have recently found a lightweight package with a child-resistant closure.

To open the child-resistant pouch, Dennis moves the slider over to the notch, pushes down on the tab, and glides the slider over to open the package.

TO OPEN CHILD-GUARD®



SLIDE TO NOTCH

PUSH DOWN TAB

PULL BACK SLIDER

SLIDE TO CLOSE

Dennis and his wife are thrilled with this discovery – it's only easy to open for them, but they no longer have to worry about locking up the pool chemicals. They're hoping to find similar packages for other household products that could be harmful to the grandkids.

Remember Dennis and Dana's family when transitioning to flexible packaging or thinking about keeping children out of potentially harmful substances.

4

WORRIES ABOUT WASTE

POSSIBLY ONE OF THE MOST TALKED

ABOUT TOPICS right now is the global food and packaging waste epidemic. Global influencers such as Mintel, the EPA, Forbes, and National Geographic are chiming in on ways a difference can be made – and one way is through proper packaging.

Before food reaches the consumer’s pantry or fridge, U.S. retailers lose an average of **43 billion pounds** of produce annually – simply a saddening result of spoilage in shipping and in the store.

It’s also estimated that **150,000 tons** of food are thrown out each day in the U.S., which is nearly equal to a third of the daily calories that each American consumes. Of the food tossed, fruits and vegetables are the biggest contributors, followed by dairy, then meat.

Of the solutions that exist to reduce this global issue, including policy and education, food packaging technology is one that brands and manufacturers can start immediately implementing to make a difference. This solution can extend shelf life to prevent upfront waste and in consumers’ fridges while offering more branding opportunities for brands.



Learn About Sustainable Stacey

As a well-educated, concerned global citizen, Stacey wants to do her part to make the world a better and cleaner place. Over-consumption and excessive waste in the “throw-away culture” frustrate her. Stacey believes she can make her voice heard through the way she spends money. Buying greener products also makes her feel better about herself. Stacey is smart enough to understand the impacts manufacturing and the entire supply chain have on the environment.

- *Loyal to brands with sustainability commitments*
- *Dislikes excessive packaging and waste of any kind*
- *More likely to purchase products with packaging that extends shelf life, minimizes environmental impact, and supports a regenerative, circular economy*

Changing the Conversation

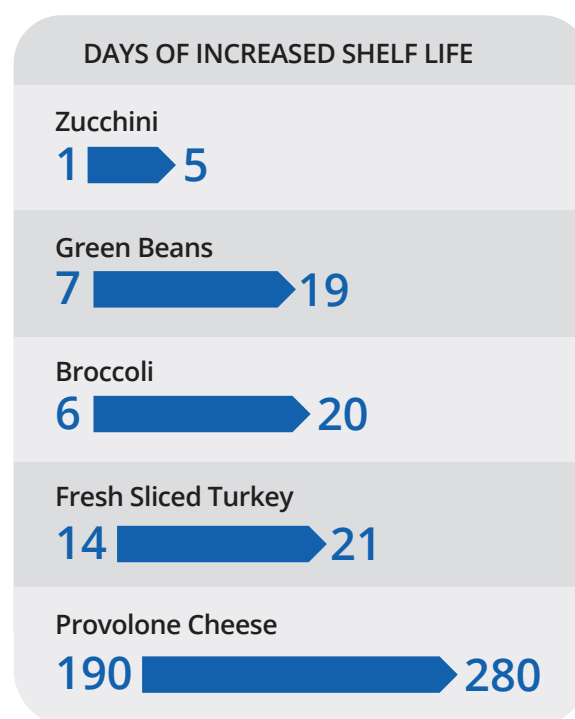
While consumers once considered packaging an unnecessary waste, Mintel's 2018 Packaging Trends Report optimistically outlines that this misconception is changing as brands continue to educate consumers on packaging's qualities.

Mintel shares that **50 percent** of U.S. shoppers now agree that the right packaging can help reduce food waste. The [FPA](#) adds that another **12 percent would pay more money** for packaging that is easy to open and/or better for the environment. But, unless brands tell consumers how packaging features help to lower food waste and why, they won't realize it.

Flexible packaging with barrier, packaging with reclosability, and vacuum sealed packages are all options that help to protect products, prevent contamination, and extend shelf life, further reducing waste. When products last longer, and consumers are aware of this, it results in one less bag of carrots or a pack of cheese in the garbage prematurely.

“Closures provide product containment and slow the degradation process. This results in better overall package performance, longer shelf life, and a consequential reduction in waste”

A study by the [FPA](#) also demonstrates flexible packaging's effect on shelf life. Comparing non-packaged items to items thoughtfully packaged, the following food products saw a significant shelf life increase:



Proper packaging is a step in the right direction, but once the product is put into the consumer's refrigerator, it's important to consider how they will store the product. A bag or package improperly closed will lessen shelf life and continue to contribute to waste issues.

“Closures provide product containment and slow the degradation process. This results in better overall package performance, longer shelf life, and a consequential reduction in waste,” Meussling explains.

Simply adding verbiage to your packaging, outlining how much longer food lasts without exposure to oxygen and with reclosability, can educate shoppers on reasons to buy packaged items versus unpackaged products.

“As brands, it’s not only important to think of the consumer, but to think bigger picture as well,” Meussling adds. “When food is thrown out, it’s

not just that product that’s wasted—it’s also all the energy, materials, and resources that went into producing that product, from growing it to processing, packaging, distributing, and more. Providing responsible solutions that keep food fresher for a longer period can support consumers and the environment.”



Brands that Take a Stand Succeed

Show consumers your brand cares and will help educate them. Shoppers want to buy from brands with a purpose. Kantar Consulting shares that **61 percent of millennials show preference towards brands that stand for something**. They’ll consider your product if it checks all the boxes.

Right now, there are few brands communicating how food waste can be reduced through packaging. Trailblazers that lead the way will gain share as they communicate on a package and through online advertising.

When you utilize resealable flexible packaging, you increase your billboarding space compared to bulk, unpackaged items. Flexible packaging gives you more room for graphics and those critical and educational callouts.



How This is Changing Packaging

To address the issue of food waste, brands can find success with clear communication and proper packaging. If you choose to incorporate a press-to-close zipper or slider on your package, call out the advantages. The same goes for recyclable, reusable, or compostable packaging that contributes to a greener planet – shoppers will support brands that care.

ON-PACK MESSAGING

- Outline what packages can be recycled or how to properly dispose of them
- Demonstrate how a resealable pouch can be reused
- Share if the package qualifies for sustainability like the new [“How 2 Recycle”](#) labeling
- Communicate that the consumer doesn't have to repackage if it's freezer or fridge ready

SLIDE-RITE® STANDARD SLIDER

Simple slide and close eliminates air bubbles in tracks, providing assurance package is closed and air is locked out.

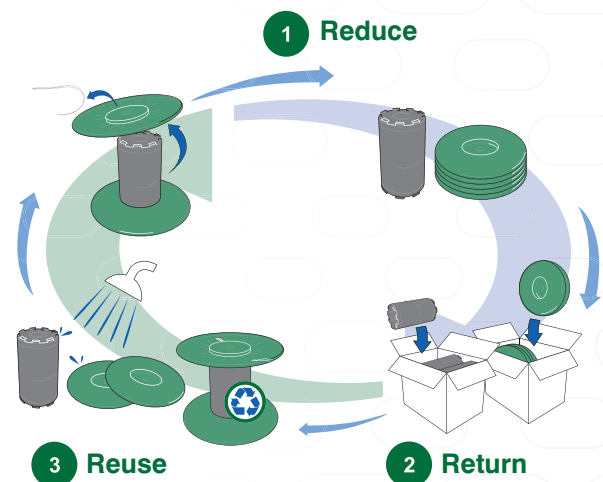


REUSING AND RECYCLING IN MANUFACTURING

- Recycle or reuse zipper spool instead of tossing into a landfill
- Share details with consumers to help them make decisions in the grocery store

FRESH-LOCK® ZIPPER SPOOL RECYCLE PROGRAM®

Easily recycle or reuse your used zipper spools with Fresh-Lock's Zipper Spool Recycle Program. We'll keep the cycle going until the spool can't be used, then we'll grind it up for further manufacturing.



CONSUMER CONNECTION

WASTE WORRIES

Sustainable Stacey purchased a bag of mini bell peppers and is excited to see how much longer they're lasting in her fridge compared to ones that have to be clipped shut. Since she lives by herself, she hates how fast her fresh produce goes to waste. Seeing the results of a resealable package is a major turning point for her, and she appreciates the fact that she doesn't have to use a rubber band to close the bag.

She recently noticed that the produce brand calls out how the package can be reused or recycled after consumption. She now places her used batteries in the pouch until she's collected enough for recycling. From time to time, she also reuses the pouches as lunch bags. It makes Stacey feel good to know she's moving beyond a "take, make, and waste" lifestyle and toward material reuse or recovery. She's an advocate of the brand that made it possible.

Think about Sustainable Stacey the next time your brand is discussing food waste or green initiatives.



5

THE FRAGMENTED RETAIL LANDSCAPE

OH, THE PLACES THEY GO. Today's retail landscape is diverse and abundant with shopping options for consumers. The traditional grocery store is no longer the only viable option for efficient shopping. From the quick stop at a c-store for eggs, beef jerky, or milk, to the club store to stock up on cereal, dog food, and bulk snacks, to online for the convenient two-day shipping of whatever comes to mind, options are plentiful.

Gabby uses these channels — and it has marketers' and packaging engineers' heads spinning. Where should I focus my efforts? What are the biggest growth opportunities?



Greet Gen-X Gabby

Gen-X Gabby is a mom of three growing children aged 10, 8, and 4. Both Gabby and her husband work full-time jobs to support the household. When it comes to shopping, Gabby does her typical weekly grocery run but makes monthly trips to a club store to stock up on the kids' snacks, meal kits, and household supplies. Like millennials and other shoppers, she often forgets things at the grocery store and turns to Amazon for a quick delivery. Here, she'll order forgotten items, but also have items such as her health bars, dog food, and vitamins on automatic delivery schedules.

- *Frustrated with orders that have product leakage and damage*
- *Gravitates towards convenient, time-saving selections*
- *Doesn't have time to make returns*

The Retail Landscape

Research shows us that e-commerce will continue to lead the pack due to the convenience of purchasing nearly anything with a click. While e-commerce is disrupting traditional channels, many reports show that grocery stores aren't going away as their strategies and tactics shift. For example, changes are already happening in the traditional landscape with the additions of store pick-up and delivery services. Consumers are loving every bit of convenience and flexibility, too.



C-STORES

Dollar share for the c-store channel is expected to slightly increase 16.5% by 2021

Source: [Progressive Grocer](#)



E-COMMERCE

Expected to grow \$4.88 billion by 2021

Source: [Statistica](#)



TRADITIONAL SUPERMARKETS

Dollar share for traditional supermarkets is expected to decrease 24.6% by 2021

Source: [Progressive Grocer](#)

Be Where They Are

As a brand, the most critical takeaway from retail channel predictions is considering how to improve the bottom line while optimizing packaging for the slew of channel specifications. The good news is that multiple packaging formats are not necessarily needed for omni-channel success. The same package can be used if it's properly engineered.

Over the years, packaging has been modified and perfected to fit store shelf requirements. But, this packaging wasn't designed to survive the e-commerce supply chain, which has more touch points, drops, vibrations, and temperature changes. In 2017 alone, e-commerce sales grew by [20 percent](#). At the same time, the number of

products damaged in shipment has drastically increased. In e-commerce transit, it's common for rigid containers to crack, lids to unthread, and bag-in-box formats to squish.

Creating a package that survives a rigorous e-commerce shipment and can present well on shelf is possible. Flexible resealable packaging can both flex in shipping and present well on a store shelf.

"In 2017 alone, e-commerce sales grew by 20 percent. At the same time, the number of products damaged in shipment has drastically increased"

“Food manufacturers need to begin packaging products in a way that not only gets food from Point A to Point B but also ensures shipments are intact at the final moment of truth – the point in which a consumer opens the package they’ve waited for and sees their ordered item,” says Meussling.

But, like the packaging material, the package closure must also survive the shipment in order to arrive to the consumer’s doorstep in one piece.

“A package closure is one of the most crucial points of interaction a consumer has with a brand – but, they’re not all created equal. Closures can provide much appreciated time-saving convenience or sheer frustration if they don’t perform properly,” Meussling adds.

Depending on the needs, closures can be created to be premium or economical, or offer added convenience with a slider feature versus a press-to-close zipper option. In addition, closures can be engineered to withstand certain package weights, product ingredients, package sizes, and performance requirements like cold temperatures.

“Food manufacturers need to begin packaging products in a way that not only gets food from Point A to Point B but also ensures shipments are intact at the final moment of truth – the point in which a consumer opens the package they’ve waited for and sees their ordered item”



Close Easy, Get to Market Quickly

Find peace of mind that your product will arrive to the consumer's doorstep intact with closures designed to survive shipping compared to alternatives like screw caps or folding cardboard lids.

RECLOSABLE FLEXIBLE POUCH FOR PET FOOD

- Flexible packaging withstands shipping better than paper alternatives
- No consumer repackaging needed with a closure
- Strong sliding closures withstand weight of package

SLIDE-RITE® "S"-SLIDER

Specially engineered for products requiring strong top and end retention, this slider has a locking feature under the profiles of the track keeping the piece in place during demanding shipping applications.



PREMIUM LOOSE-LEAF TEA POUCH

- Flexible pouch is more cost-efficient compared to tins
- Doesn't crush like boxes do in shipping
- Small format slider keeps tea fresher longer

FRESH-LOCK® mini SLIDER

Small-sized slider for small format pouches. Traditionally small format pouches could only utilize a press-to-close zipper.



Become More Agile in the Marketplace

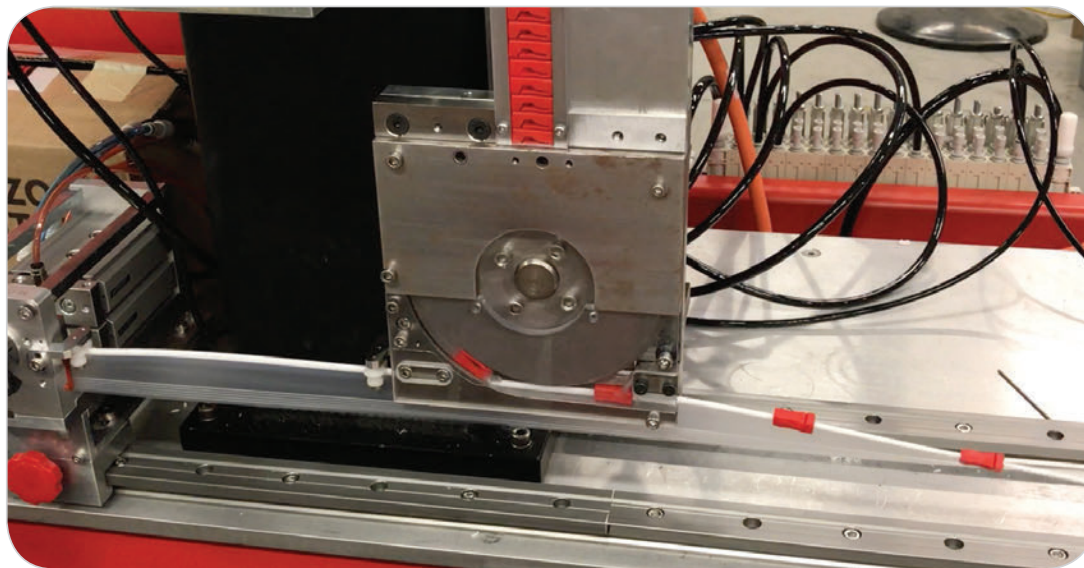
One of the brand frustrations with packaging is the speed to market. Because of this, Fresh-Lock® developed new slider insertion equipment to remove any bottleneck of adding closures to packaging. Some closures, including the mini Slider and Child-Guard® child-resistant slider, are ideal for use with the rotary over the top insertion equipment such as the [Fresh-Lock® Hurricane](#). This insertion method allows packagers to become more agile in this fast-changing marketplace with increased speed, reduced complexity, and improved registration.

REACH CONSUMERS FASTER

FRESH-LOCK® HURRICANE

For the mini Slider specifically, “the equipment can produce substantially more packages per minute (ppm) than traditional technology, turning out 200 ppm in intermittent mode and 500 ppm in continuous mode,” shares John Athans, Fresh-Lock Business Manager, Presto® Products. “The slider insertion component can be added and integrated within existing machines so there’s no additional standalone machinery required.”

Innovations like these allow brands to reach consumers faster and can be advantageous to brands with multiple flavors and options that require quick material changeover.



CONSUMER CONNECTION

RETAIL LANDSCAPE

Gen-X Gabby can't stand when her online orders come damaged. She doesn't want to spend any spare time she has returning items or repackaging them for an Amazon pickup. For this reason, she now specifically searches for dishwasher packets in flexible pouches. She's had bad experiences with the powdered products that come in cardboard because they crush and spill inside the shipping box. She doesn't feel comfortable having a leaking box of dishwasher powder with a four-year-old in the house.

Gabby's been having a great experience with her dishwasher packets in flexible pouches. They've never leaked, they're easy to toss in the dishwasher, and since the package is topped with a Child-Guard® child-resistant slider, she has much less worry about her kids getting into the package if it were left out.

Remember Gen-X Gabby's life and family the next time you are designing omnichannel packaging.



CLOSE IN ON OPPORTUNITIES WITH CONFIDENCE

Opportunities in today's marketplace are abundant. Between the evolution of snacking, the come back of the center store, and opportunities in food waste reduction, brands can pick and choose trends to capitalize on in current product lines or new launches. The changing retail landscape, along with flexible packaging conversion, can fuel even more options and presents a chance to set your brand apart.

The team at Fresh-Lock® by Presto is responding to the trends that will transform the industry and is looking forward to tomorrow's innovations. Together, let's ideate on new, innovative ways to blend consumer needs with reclosable packaging solutions.

NEXT STEPS

1. Share this eBook with your colleagues. Ideate on future-looking modifications.
2. Read our article on ways to get started with [flexible reclosable packaging](#).
3. Collaborate with the packaging experts at Fresh-Lock® on ways elevate your packaging.

LET'S TALK

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