

## **The standing pouch in the packaging industry AN EVALUATION**



Henno Hensen, Hensen Consult. Author of the article presented below in summary.

(Source: Henno Hensen)

In the most recent Inno letter, the development of the standing pouch is presented by Henno Hensen: From its patent in the year 1962 through its successful path as packaging for Capri Sonne to the current global presence of this type of packaging. Here is a brief summary of the article:

In 1962, the stand-up pouch was patented by the Doyen brothers in France as the Doy-Pack. Until the packaging's breakthrough success through and with Capri Sonne at the end of the 60s, it was an insignificant packaging type used for liquids. When the patent expired in 1980, the only licensees, the Wild Group in Heidelberg, took important steps to protect their brand: Soon, the 200ml Capri Sonne pouch combined with fruit juice became a protected design and trademark worldwide.

Under the direction of Wild, the packaging became a worldwide success and a standard beverage container, it achieved more and more convenient features and in economical terms it was trimmed to the finest detail for cost efficiency. The patent protection enjoyed by the Wild Group also continues to this day.



**Deutschland**



**Korea**



**China**

*Examples from Germany, Korea and China.*

*(Source: Henno Hensen)*

Capri Sonne can be found all over the world and if a license is granted to a company with a global presence, such as Kraft Foods, then - with the right quantity and good conditions - it could also bring in a new name like Kool-Aid and Tang. However, it remains subject to the protection of the design, meaning the size and shape of the packaging as well as the contents remain unchanged.



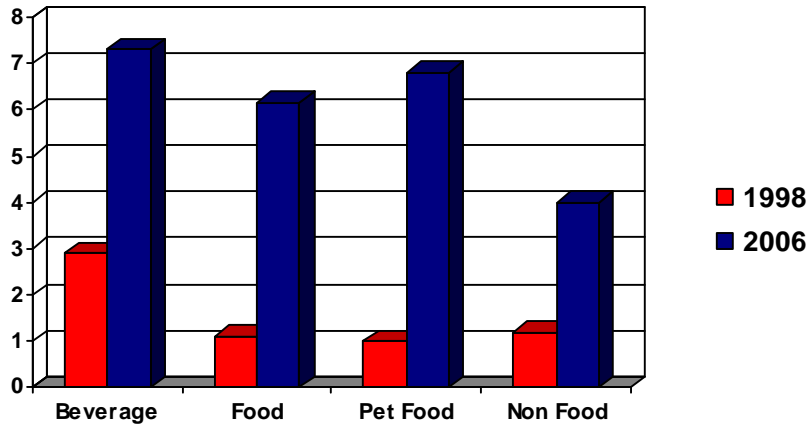
**USA**



*On the market in the USA: Kool Aid and Tang in standing pouches.*

*(Source: Henno Hensen)*

Henno Hensen points out in his article how the other market participants try to take advantage of the self standing pouch's possibilities - with varying results. In any case, its usage is growing unabated.



*Global consumption of the pouch in 1998 was 6 billion  
In 2006 it was 25 billion  
That is an increase by 23% each year  
(Source: Allied Development Corp.)*

What is the secret of this growth?

The author argues that the increasing popularity of standing pouches in various markets and areas could be best reached through increasing standardisation. Standards lower costs and make it easier for marketing to promote the packaging type.

The standing pouch has the unique advantage of being shaped to fit the content, which gives the marketing department unparalleled options for differentiating the product. The labelling on the product is not the only distinctive feature at POS, all aspects of the way the product is dressed can have an individualising effect.

Additionally, there are the different barrier properties of the film that allow the marketing manager to further individualise the product, right down to a window displaying the product.

The more individual tasks the packaging needs to carry out (with regard to the filling, the marketing ideas, the national particularities etc.), the less opportunities exist for the broadest-possible standardisation, which is necessary for the wider distribution of the standing pouch.



*The author presents 200g of corn in two standing pouches, one with a contoured bag and the other with a window. Autoclavable material and the use of a barrier with UV protection are available on the market in order to take this route. Undoubtedly, these solutions represent the product more attractively at the point of sale and distinguish themselves effectively from a can with a label.*

*(Source: Henno Hensen)*

According to the author, lack of knowledge presents an additional hurdle for the packaging type: For best operational use that takes into account the requirements of the entire supply chain, a corresponding knowledge in all the relevant areas (film, printing, application/product, technical-mechanical implementation) is necessary. Decision makers often see whether the various solutions are misled rather than well-informed.

The knowledge regarding film, printing and the diversity in the shape must be gained, but it is also important to know the influence of the product on the production of the packaging and the transfer of the contents into the packaging. Similarly, contact with the various suppliers of filling and packaging machines must be permanently maintained in order to successfully sell the packaging. The pack's resealing mechanism presents an additional requirement for the knowledge base of the seller.

"With the many options available, insufficient expertise and commercial pressure often lead to decisions being made that do not do justice to the product in the bag. Each of the market participants mainly follows his or her own interests, which is why failures often occur that are not beneficial to the packaging type as a whole.

In the final chapter of his article, the author shows some practical ways for finding the correct solutions. Henno Hensen: "When a manufacturer decides on a packaging for liquid that is in a standing pouch, he must be able to separate the vendor specific arguments that are given from the real needs of the product. The producer cannot only be guided by the price, but must instead compare diverse spouts, diverse films, and diverse pouch and film manufacturers. Likewise, the printing technique and manufacturing tolerances must be compared and considered in the context of the product-specific requirements of his or her product."

The second Innoform Standing Pouch Conference in Wiesbaden - taking place on November 23 and 24, 2010 in cooperation with Henno Hensen - offers the opportunity to expand decision makers' knowledge bases and to find neutral advisers who can give the appropriate support in this field.

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