



## **FLEXIBLE PACKAGING FOR TODAY'S BEVERAGE INDUSTRY**

As pandemic restrictions ease and people are able to leave their homes to enjoy refreshments away from home, the beverage industry is seeing a rebound in brand growth across the board. There has been an increased demand among younger consumers for products such as energy drinks, with sales up 23% in the US in 2021 compared to the previous year.

## Beverage Container Market



### MARKET SHARE (2018)

Pouches segment: >12%

Alcoholic beverages sector: >45%

### CAGR (2019-25)

Cartons segment: >4.5%

Non-alcoholic beverages segment: >4%

Source: Global Market Insights, Global Beverage Container Market Report Coverage (2019)

What does this mean for your beverage brand? Competition is fierce, and it will be more critical than ever to stand out on the crowded shelves as local, national and international brands all work their way back to pre-pandemic success.

Today's consumers are looking for innovation, economy, convenience and sustainability as they make their buying choices every day. Food and beverage flexible packaging makes each of these expectations a reality in the market, which is why beverage pouches saw an increase in growth in the total beverage container market in 2019.



## Convenience is key

With today's busy lifestyle, consumers need products that are easy to carry and easy to transport. Cans and glass bottles can be difficult, delicate, and bulky, especially in larger quantities. Beverage packaging can be customized with great features like handles, which makes them portable and easy to store.

Online commerce is a growing trend, and has been since well before the pandemic. During the lockdowns of 2020, this popular form of shopping took off like never before. Using durable, virtually unbreakable drink packaging will allow the beverage industry to take full advantage of e-commerce.

## Sustainability Matters

We, as a society, are coming to understand that we cannot continue to use resources indefinitely. Consumers are demanding that major industries, such as the beverage industry, are using resources as efficiently as possible. Once products are used, the materials should be put back into the economy in order to be reused. By using high quality recyclable flexible packaging for beverages and packaging made from recycled materials, beverage companies can take part in sustainable practices and working towards a true circular economy.

## Stand up and stand out

Standing out on the store shelves is non-negotiable in an industry flooded by a dizzying array of choices. Flexible liquid pouches can stand up and have a two-sided billboard structure just waiting for a high-definition, vibrantly colored logo. Today's younger generations are looking for innovation and creativity when making purchase decisions.



## Beverage applications

There are a number of sectors within the beverage industry that would benefit from flexible packaging solutions such as film laminates, rollstock for the beverage industry and liquid packaging pouches. Wine & spirits, juice, dairy products and energy drinks are all great applications for flexible packaging.

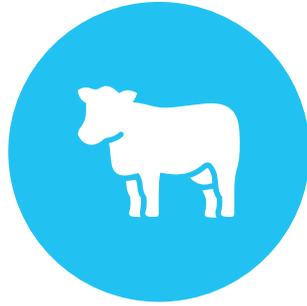


### Flexible packaging for wine and spirits

Light-weight, portable packages are perfect for camping and picnics. These pouches can offer resealing, single-use and trial-size options. What's more convenient than pre-mixed drinks in a convenient plastic drink pouch - no refrigeration required? Even dairy-mixed drinks have a shelf life of up to 12 months.

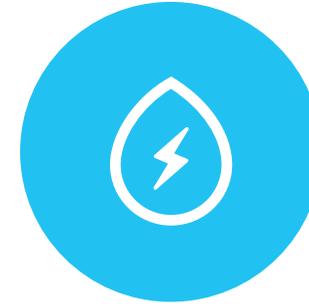
### Juice Packaging

High performance laminated films, including aluminum foil laminations and high barrier co-extruded films protect juice from UV and light, which extends the shelf life and nutritional integrity of these delicious, healthy drinks. Consumers buy juice for the fresh, vibrant taste. Flexible packaging helps retain this taste and product freshness without the need for refrigeration.



## Milk and Dairy Packaging

Shipping durability is essential for milk and dairy products, which are so susceptible to spoilage. What's more, retortable pouches offer a variety of customizable options for extending shelf life and customization. Convenience items such as shredded cheese can be packaged in lightweight films and pouches with resealable openings that are strong enough for multiple uses.



## Energy drink packaging

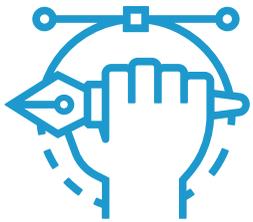
With protein and energy drinks, retaining the nutritional and mineral value of the drink is key. Pouches guarantee a longer shelf life than traditional packaging, with much easier transportation considerations that don't require refrigeration. Pouches, stick packs and bag in the box packaging are convenient for consumers, with easy-open and tamper evident features

At Polymerall, we know how important it is to you that your product is of the highest quality. We also know that the right packaging for beverages is critical to a consistently great product. We will work with you as an individual business, recognizing that each beverage product is unique and has its own considerations. We are a team of creative professionals dedicated to matching your needs to a flexible packaging solution. Call us for a consultation today!

## Why choose Polymerall?

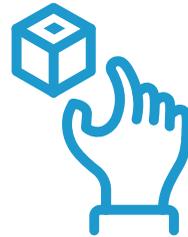
### We Are Your One-Stop Go-To for All Your Flexible Packaging Needs

Our team of creative professionals is dedicated to improving brands with customized, efficient and innovative flexible packaging solutions. Producing custom printed, laminated and specialty finished rollstock, laminated films and high-barrier films is one of our specialties.



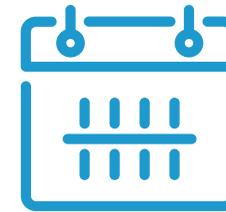
#### Customizable Design

We offer high-quality packaging solutions with sustainable alternatives such as oxo-biodegradable additives, water-based inks and solvent-less lamination, plus all our packaging can be recycled by consumers.



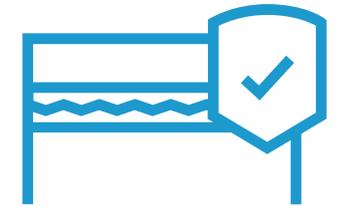
#### Minimum order quantities

We are proud to offer low minimum order quantities.



#### 4 week lead time

4-week lead time, while we work with each client to ensure their product is designed to boost sales, maintain freshness, and lead their company to success.



#### Highest safety certifications

Our facilities and operations have also been awarded the highest safety certifications possible, including the ISO 9001 Quality Control Certification, and the FSSC 22000 Food Safety Certification.

Our manufacturing facilities hold **ISO9001, FSSC 22000, FDA and HACCP certifications** that guarantee the quality of our products and services.



