

FLEXUP®

KALCAD LTD offers the FLEXUP - a **laminate based stand-up pouch with a box shape**. This state of the art design and technological sophistication gives FLEXUP products the competitive advantages of a market leader.

KALCAD LTD offers appealing marketing advantages including **competitive pricing** and on-shelf differentiation. Furthermore, these new pouches represent a **"green" breakthrough** in the world of packaging boasting an empty-full space ratio of 1:20 against competition. This patent technology is the most versatile packaging solution on the market. Capable of holding **250ml – 6.0L** of liquids or pastes, and tolerating temperatures ranging from freezing (-40°C) to boiling (100°C).

FLEXUP has a variety of potential applications (beverages, food, detergents, cosmetics and technical fluids). **FLEXUP product line is ready** to hit the market right away!

A "green" technological breakthrough

FLEXUP®: A new generation of flexible packaging.

Flexible packaging is the alternative to rigid containers such as glass or plastic bottles and aluminum cans. In the world of packaging for fluids, flexible packaging is the fastest growing segment. This market trend is driven by both ecologically and logistically competitive advantages. New or used, empty flexible packaging can be delivered as a flat package, offering minimal transport volumes. In comparison with pre-formed containers like plastic bottles, glass bottles or aluminum cans there are high cost savings for transportation and warehousing of the empty packages (typical space ratio = 1:20). The one-way-system also eliminates the need for recollecting, transporting back, sorting and cleaning of emptied containers.

Because of these benefits, stand-up pouches are conquering the flexible packaging market. Louis Doyen, whose name is still often used synonymously with the pouch design, developed the stand-up pouch in Europe in the 1970's. Kraft Foods was the first major US food processor to develop the stand-up pouch as a mainstream packaging form via its licensing of the CAPRI SUN brand name in 1991 from Rudolf Wild GmbH & Company KG (Germany). Once Kraft Foods launched CAPRI SUN nationwide, fruit drinks became (and continue to be) a core market for stand-up pouches.

The latest generation of flexible packaging is the FLEXUP® stand-up pouch technology, developed and owned by KALCAD LTD. The FLEXUP pouch comes in a box shape. Furthermore, the FLEXUP® pouch has an advanced industrial design and competitive costs, enabling a real breakthrough in the world of liquid packaging as a whole and in the market of stand-up pouches in particular.

