

Decisive competitive advantages

The FLEXUP® stand-up pouch's design adds innovative features to the traditional stand-up pouches. Due to its hexagonal shape and the patented stabilization ribs, the FLEXUP® allows for an unrivaled shelf efficiency and shelf stability, superior handling, even when combined with less weight than traditional stand-up pouches of the same volume.

- **Waste savings.** FLEXUP® technology allows up to 30% additional volume to be stored in a package compared to competitive products. This allows the consumer to use the "last 5%" and so leads to a significant reduction in wastage of contents. This competitive "green" advantage is achieved as a result of the patent protected design at the top of the container.
- **Versatility.** FLEXUP® is suited for a broad spectrum of possible applications. FLEXUP® can contain volumes ranging from 0.250L to 6.0L, whereas Tetra Pak concentrate in 0.5L and 1L packs. FLEXUP® is suitable for a wide array of liquids and pastes such as beverages, food, detergents, cosmetics and technical fluids. The pouches are available with customized foil laminates that guarantee optimal mechanical and barrier properties of the pouches.
- FLEXUP® can be fitted with many different types and sizes of closures. Beverage carbonated liquids are the only fluids that the laminate based containers can not handle. All other fluids and pastes can be packaged by FLEXUP®.
- **Robustness.** Due to its patented stabilization ribs and other specific design features (handles, bottom rim, etc) even the largest FLEXUP® offers robustness and handling properties, which are comparable to other rigid containers. The inherent stability of FLEXUP® allows comfortable handling of full as well as of partially emptied pouches, making them suitable as primary packaging or as refill. A turn able (90°) spout facilitates the controlled pouring out of contents without any splashing.
- **Efficient logistics.** Due to their hexagonal shape and their stackability, FLEXUP® has a very high shelf and transport space efficiency. FLEXUP® remains stackable, even when fitted with spouts and caps. The FLEXUP® packaging weighs less than rigid containers. Another logistics advantage is the space savings during transportation and warehousing of empty pouches.
- **The highest hygienic requirements.** The FLEXUP® –Technology allows for aseptic, sterile and hot filling processes. No preliminary cleaning of new pouches is necessary. The FLEXUP® –Technology is designed for hygienic filling in a flattened void pouch, avoiding any air contact with the filling medium and reducing the formation of foam, even at the highest filling speeds. The complete emptying of FLEXUP® – Pouches prevents all hygienic problems with leftovers.
- **Unique temperature stability.** The FLEXUP® –Technology, contrary to Tetra Pak, glass and plastic packs, allows hot (100°C) filling and heating processes of the content (for soups or hot beverages packaging for example) as well as shock freezing (-40°C) processes without causing any harm to the texture of the laminate.

