





3 Ways Liquid Packaging Allows for Greater Brand Creativity

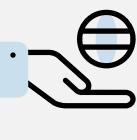
Making your brand stand out on the shelves and in online shops doesn't have to be difficult. See what you can accomplish with next-generation liquid packaging. Customized designs, accelerated sustainability, and an enhanced customer experience have never looked so good. On top of that, it's so easy—and cost-effective—to implement.

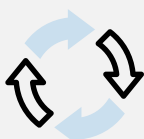


How is innovation in flexible packaging driving new creativity?




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It doesn't require molds, pumps, or caps.

The unique design of the AeroFlex Pak removes the need for labels, molds, pumps, and caps that traditional bottles require. This improves your bottom line—and your brand value.
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It's in all industries.

Liquid packaging is nearly everywhere and in all industries, including personal care, food, household products, pet care, and industrial. Package printing consists of all the components that go into printing and development, from idea to execution.
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It's more sustainable.

Innovative, flexible packaging uses up to 70 percent less plastic than traditional bottles while incorporating up to 50 percent recycled content due to its unique design.


With the improved creativity of liquid packaging, you can ...




- 1. Enhance the consumer experience.**

Aesthetics, convenience, and the experience of using the AeroFlex Pak—the right type of packaging that takes these factors into account and enhances the consumer experience, leading to lifelong consumers of your brand. It starts with unlocking full creativity with 360-degree edge-to-edge artwork, allowing your brand to visually stand out from other products.
- 2. Tell your brand story.**


Unique packaging that tells a strong story is reflective of a company that thinks and cares about how consumers perceive its brand. With the right combination of shapes, sizes, textures, and colors, you can appeal to your target audience and create the perfect representation of your brand. Your creative team can work with the entire bottle with edge-to-edge artwork and no label limitations.


- 3. Test seasonal packaging.**

Consumers may be more tempted to purchase your product if it has seasonal packaging or is a limited-edition release. Flexible liquid packaging solutions that require no molds and have removed the pumps, caps, and labels required for traditional bottles unlock the ability to launch temporary packaging for special campaigns, holidays, and limited-edition products.




Experience the AeroFlex difference.



Stand out from your competition.

No label limitations, 360-degree edge-to-edge artwork, customized size, shape, and design—who said your brand can't have it all? These benefits remove the limitations that have hampered your creative teams, enabling your company to put a visually stunning product on the shelves.




Enjoy a simplified supply chain.

The AeroFlex Pak doesn't require molds, pumps, or caps, which not only reduces up-front plastic use but also drastically reduces the number of touchpoints in the production process. For example, standard rigid bottles may pass through four different facilities between producing the materials for the bottle to filling it with liquid. The AeroFlex process removes these extra materials and touchpoints.

Provide your customers with mess-free, precision dispensing.

The self-sealing valves and one-handed flexible bottle enable your consumers to dispense the perfect amount of product they need, down to the last drop, without wasting product or money. The self-sealing valve also removes the gunky residue that tends to collect around standard closures, allowing for an enhanced consumer experience.



Think outside of the bottle!

Next-generation liquid packaging is changing the game and unlocking creative teams' full potential. Liquid packaging is offering brands an entirely new way to customize designs and reach new customers while accelerating sustainability goals.

The future of liquid packaging is here. Get in touch with our team to learn more.

Contact us

