



E-BOOK

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# AeroFlexx: The Future of Liquid Packaging Is Here



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**Companies across personal care, food, household products, industrial, and pet care industries are on the hunt for sustainable liquid packaging solutions that build brand value and meet consumer needs.**

AeroFlexx is a leader in sustainable liquid packaging solutions. We're focused on enhancing the consumer experience while adding value to the bottom line and helping companies exceed or accelerate their commitment to sustainability.

As global laws and regulations requiring stricter sustainability thresholds go into effect, you need to make sure you have a supplier who can meet and exceed your sustainability goals. AeroFlexx has you covered with our innovative design for liquid packaging.



# Why Brands Use AeroFlexx

We took the positive attributes of rigid and flexible packaging and eliminated the negatives to create an entirely new form of liquid packaging, all while reducing the carbon footprint.

None of our solutions require molds, making it easier and quicker to design and produce your packaging.

AeroFlexx is an all-in-one packaging solution that can simplify your brand's supply chain and sourcing operations and help you reach sustainability goals.



## Who We Are

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AeroFlexx supplies liquid packaging solutions and filler machines across multiple industries to satisfy customer needs. We are one of the most sustainable packaging solutions on the market today. With more and more global sustainability laws going into effect, it's a topic on the minds of many individuals and companies. Many companies are striving to achieve their sustainability goals, but we can help accelerate that goal so companies reach it much sooner.

We have a commercialized facility, fillers, and packaging design to meet sustainability and consumer demands. We also offer customizable liquid packaging solutions based on your needs while enhancing the consumer experience.

Worried about leaks? Our innovative, tamper-proof packaging and self-sealing top valve are designed to eliminate leaks and deliver a prep-free shipping solution.



# Delivery Model

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We did it while removing molds (saving money and time!) and reducing the carbon footprint (flat packages = fewer trucks on the road and lower carbon emissions).

We offer three delivery models

- **We fill:**  
Our turnkey solution. The brands ship us their product, and then we make the packs, fill them, and ship them.
- **You fill:**  
The filling machine at your brand's location takes the flat AeroFlexx Paks, fills them with product and air, and ships them.
- **They fill:**  
The filling machine at a co-manufacturing partner that takes the flat AeroFlexx Paks, fills them with product and air, and ships them.

This process considerably reduces the number of touchpoints in the production process. For example, a standard rigid package bottle may pass through approximately four different facility touchpoints between producing the bottles, caps, and labels to filling it with fluid. This equates to a lot of extra carbon emissions. Our AeroFlexx Pak doesn't require molds, pumps, or caps, therefore enhancing the consumer experience and elevating your brand's value in the process.

# What Is the AeroFlexx Pak?

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The AeroFlexx Pak is an innovative liquid packaging solution designed to act like a rigid bottle by combining the best qualities of rigid and flexible packaging. Our AeroFlexx Paks are purpose-built to not lose shape while also staying flexible. These unique features also mean less plastic used up front and an easier experience squeezing out liquids.

To create the best combination of flexible and rigid packaging in our AeroFlexx Pak, we removed the negatives and kept the positives. The AeroFlexx Pak can even be dropped up to 25 feet without bursting open or leaking, which means a more durable, reliable package and better consumer experience as a whole.

**These unique features also mean less plastic used up front and an easier experience squeezing out liquids.**

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## The AeroFlexx Pak also offers:



### **Multiple Options to Meet Customer Demand**

Our liquid packaging solutions come in a variety of sizes to meet product needs. We offer options between 6-40 ounces. What can you put in the packaging? Anything between 300–15,000 cps is the ideal range. Not only can we customize what you put in your package, but we can also customize how it looks. At AeroFlexx we have a catalog of stock options and the capability for custom designs.



### **Proprietary Airframe Technology**

This unique technology means a spill-free and unbreakable (even when shipped!) package that maintains structural rigidity throughout its whole lifecycle. While traditional bottles will often spill or break during shipping, putting customers at a large cost disadvantage—not to mention creating a large mess—the AeroFlexx Pak arrives to customers in perfect condition every time.



### **Integrated, One-Tear, Tamper-Proof Valve**

You don't need to find a way to incorporate a discrete closure with this feature. No caps, lids, or pumps are necessary with this type of packaging. Instead, our innovative design opens easily with one tear, resulting in a tamper-proof liquid packaging solution that's convenient for customers.

One-tear packaging also reduces total cost of ownership (TCO) and improves sustainability because caps not only add to shipping costs but also require more plastic, which can ultimately require multiple production facilities. We've cut out all of that. Our built-in, self-sealing valve means no extra pieces, weight, or hassle for your customers—and greater brand integrity as a result.



### **Precision Dispensing**

We've all been there: You try to get the right amount of product every time, and a quarter of the bottle comes out.

The last thing you want to do is frustrate your customers and have them look elsewhere for a different product. The self-sealing integrated valve on this innovative liquid packaging solution enable your customers to dispense the exact amount they need, down to the last drop, with no wasted product or money.





## No Gunky Residue

No one likes the gunky residue that gathers around the cap, lid, and pump of a traditional bottle. It's wasted product that often gets wiped off the closure multiple times throughout the product's lifecycle.

The AeroFlexx Pak self-sealing valve has no buildup—meaning dispensing is not only down to the last drop but also user-friendly. AeroFlexx's innovative liquid packaging design allows for one-handed, drip-free dispensing and ultimate ease of use.

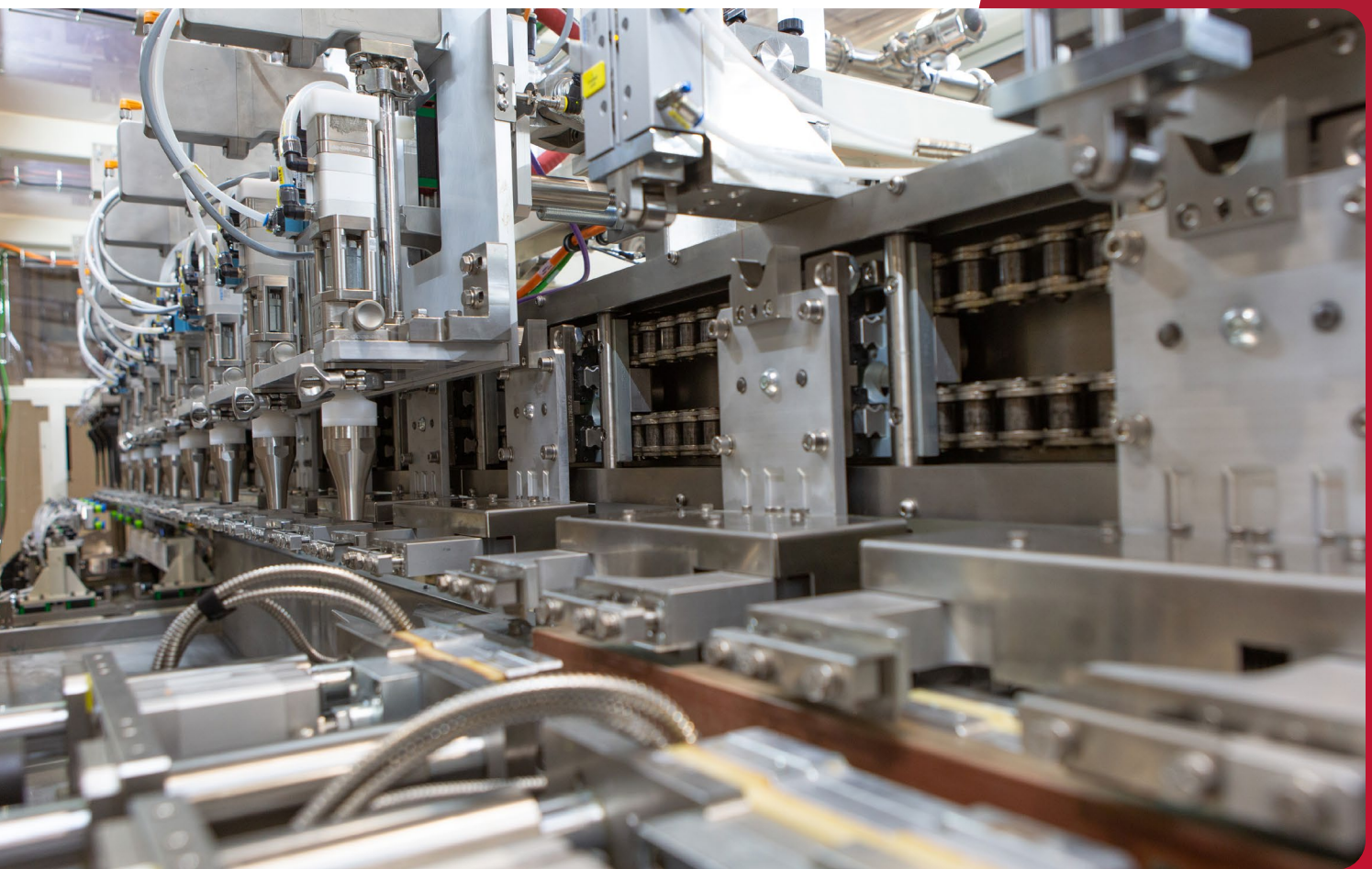


# What Is **the Filler?**

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As mentioned earlier, AeroFlexx prints and converts empty, freight-efficient AeroFlexx Paks that can either be filled at our facility, your facility, or by a co-manufacturing partner. The filler machine fills flat AeroFlexx Paks with product and air so that packages are ready to ship preparation-free.

This approach to filling products is optimal for brands looking to improve their bottom line. In addition to improving capital efficiency, the filler machine is also highly flexible and adaptable.



# Solutions with a Bigger Impact

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We take a customized approach to each client and their needs to make sure our solutions are the best fit for them and their goals.

## Lower Total Cost of Ownership (TCO)

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TCO is the cost to deliver a solution from raw materials to consumer use. Companies that use our solution find that their total cost of ownership can be lower. Let's check out why.

- **Smart sourcing:** When our clients switch to our AeroFlexx Pak, they're reducing 3-4 components (e.g., traditional bottle, cap/spray trigger, label, and induction seal) down to a single all-in-one pack. With simplified sourcing, there are fewer delays in production, less trucks on the road, and the packs take up minimal space when stored.
- **Shipping durability:** AeroFlexx Paks significantly decrease the cost of leaks and shipping damage while improving the customer experience. Plus, [ISTA 6-Amazon](#) approval means they can be shipped without additional bubble wrap or other packaging materials and won't break or open during shipment.
- **Elimination of molds:** The AeroFlexx Pak allows our clients the freedom to change their design (e.g., art and shape) without creating new molds!

**Companies that use our solution find that their total cost of ownership can be lower.**

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## Omnichannel Use

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Our liquid packaging is optimized for omnichannel use. Because we're [ISTA 6-Amazon](#) approved for ships in own container (SIOC) and over-boxing, our AeroFlexx Paks can be placed in an envelope or box without additional styrofoam or other packing material required.

This also simplifies omnichannel management because you don't need multiple stock keeping units (SKUs) with our liquid packaging solutions. Instead of separate SKUs for e-commerce, there is just one SKU across all of our delivery methods, thus eliminating the need to send the product to a third-party packer to sell through an e-commerce channel.



# Greater Brand Value

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All of our liquid packaging offers 360-degree label artwork, meaning no label limitations or sacrificing your brand's integrity. On top of that, our AeroFlexx Pak easily change designs and maintains shape throughout its life span—unlike other liquid packaging that requires molds or loses shape.

# Accelerated Sustainability

Let's talk about sustainability. It's top of mind across the packaging industry due to laws and regulations, and many companies are committed to using sustainable packaging. At AeroFlexx, we're focused on innovation, being a leader, and doing our part to make a [bigger impact](#). We have an unwavering obligation to future generations and society to do our part without compromise. We're bringing this to life in multiple ways, such as:





## Up-Front Plastic Reduction

Plastic source reduction is the most immediate and impactful approach to reducing your environmental footprint. The unfortunate reality is that while humans create 300 million tons of plastic waste each year, only 9 percent is actually recycled. That means approximately 273 million tons of recyclable plastic is entering our landfills and oceans every year.

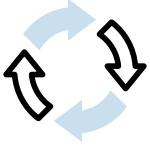
That's why AeroFlexx is tackling this issue head-on by reducing our use of plastic at the source. This source reduction can result in 81 percent less waste being added to landfills. The AeroFlexx Pak can eliminate up to 85 percent of virgin plastic compared to a traditional rigid bottle. This is made possible by having up to 70 percent less plastic at source and can incorporate up to 50 percent recycled content.



## Transportation

Our innovative flat packages mean fewer trucks and carbon emissions—not to mention fewer gallons of gas. Our packages are also lightweight at 9 ounces (11 grams) and 16 ounces (14 grams) each. For example, approximately 1.2 million flat AeroFlexx Paks fit on a standard empty truck compared to 120,000 empty traditional bottles!

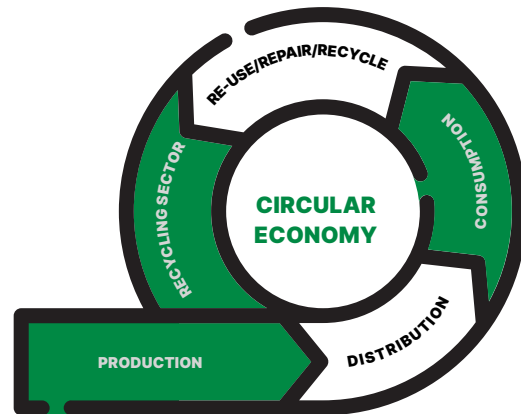




## Circularity and Recycling

All too often, when a flexible package goes to a recycling plant, it is not picked up appropriately. Only 9 percent of plastic is actually recycled globally, with only 4 percent recycled in the U.S. Therefore, instead of being recycled, a lot of plastic waste ends up in landfills or oceans—which is unfortunately true even if the consumer places it in the appropriate recycling bin.

That's why at AeroFlexx, we're committed to both sustainability *and* circularity. In a circular economy, products make their way back into the supply chain rather than ending up in landfills. The AeroFlexx Pak can be fully curbside-recyclable where all plastic bottles are accepted. It's the full-circle process.



**Here's how:** AeroFlexx Paks act as a rigid bottle, made with a significantly higher degree of recycled content that eliminates waste, and helps close the loop on a circular economy. This gives customers the convenient option to recycle our packaging curbside where plastic bottles are accepted.

## With AeroFlexx, you can help save\*:

- 980.8 million pounds of waste
- 256.8 million pounds CO<sub>2</sub>
- 65.3 million gallons of gas
- 599.4 million kilowatt-hours of energy

\*Based on 2.5 billion product units of AeroFlexx packaging projected over the next five years.

Source: <https://aeroflexx.com/sustainability/>

# Ready to Rethink Your Packaging?

Sustainability goals are on every company's mind. We help our brands act on and accelerate their sustainability goals while offering better liquid packaging options and helping them improve their bottom line and brand value.

Working toward your sustainability goals while improving your brand value is important. And why not do it while delivering an enhanced customer experience at the same time? With the right liquid packaging solutions, you can improve your bottom line and your brand value at the same time, experience lower total cost of ownership, and accelerate your sustainability goals.

Contact us today to

**get started**

on improving your brand value  
and customer experience with  
our liquid packaging solution.

