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# **Beef Jerky** **PACKAGING USING** **STAND UP** **POUCHES**

***Compete With The Big Boys & WIN!***

**Build Your Brand**  
**Packaging That**  
**Protects and**  
**Performs**

**Save Money Over**  
**Other Types of**  
**Packaging**

**Increase Sales**  
**Helpful Videos**



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Finally, use your head. Nothing in this Guide is intended to replace common sense, legal, medical or other professional advice, and is meant to inform and entertain the reader. So have fun with Beef Jerky Packaging Using Stand Up Pouches..

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**Author's Note**...this eBook has gathered various blog posts written about the proper way to package beef jerky. There are different sections and while they may not flow together like a novel with one chapter building upon another, they are meant to be informative and easy to understand so you the reader can refer back and use however much or little you need. To your success using stand up pouches!

## **Beef Jerky Packaging Using Stand Up Pouches**

Beef jerky. Is there a better snack food? No muss, no fuss, healthy on-the-go nutrition which requires on-the-go packaging.

Stand bags, also known as stand up bags or stand up pouches, are an excellent choice for beef jerky packaging. Made from scientifically designed multiple layers laminated together, stand up bags protect beef jerky and help it stay fresh. The barriers keep out odor, moisture and vapor while sealing in freshness. Beef jerky packaging can be ordered in foil, metallic film known as Mylar and crystal clear films. The bags are puncture resistant, durable, easy to fill and ship very well.

The bags also stand up on store shelves, helping them stand out in the marketplace because they literally stand out from the competition. The wide front and back panels allow for either customized printing in up to 10 colors or for an applied label. Stand up bag beef jerky packaging can also be ordered with hang holes for another display option.

Tear notches can be ordered. Who hasn't wanted to hold the top of a package with their teeth and just pull to rip it open? With available zip lock closures, stand up pouches are also easy to close and they keep the contents fresher longer.

Beef jerky packaging that looks good, has versatile store display options, makes the contents look good and works as designed. A marketing department's dream which feeds a healthy bottom line at the same time.

## Marketing Beef Jerky

Beef jerky. A product that pretty much speaks for itself. People either love it or hate it.



For beef jerky lovers, there is no finer snack than, whether the flavor be original, barbecue, peppered or some other variety. There are many varieties and even more purveyors of those varieties, which, if you are in the business, makes marketing beef jerky critical for achieving successful sales.

But why worry about marketing beef jerky if we've already said the product pretty much speaks for itself? Because, while the product may, your brand doesn't. The challenge, then, in marketing beef jerky, lies in how to appeal to shoppers who haven't made a decision about which product to buy by the time they're standing in the store aisle trying to figure out which package to choose. Interestingly enough, the answer to that challenge lies in the last part of that statement: Which package to choose. Packaging is likely

the most important component of any effort in marketing beef jerky.

For those consumers who haven't yet developed a loyalty to a particular brand, packaging is the best (and often only) way to attract their attention and persuade them to buy your product. When that shopper is in front of the store shelf, your package has only that moment to make a first impression. If the shopper picks another brand, you may have lost her forever.

Stand up bags are ideal for marketing beef jerky. Constructed from multiple layers of specially designed film that are laminated together, stand up bags offer the value, convenience and appearance sure to satisfy today's demanding consumer. Also known as stand up pouches, Mylar® stand bags and custom-printed pouches, stand up bags are strong and puncture resistant, protecting your product from vapor, moisture, odor and pests while, at the same time, locking in the freshness, flavor and aroma of your beef jerky varieties.

The construction of stand up bags yields wide front and back panels of colored or transparent film upon which you can have your information custom-printed or have your labels affixed. You can combine any or all of these options.

Stand up bags stand up on the shelf so they stand out from the competition. Available round or sombrero-style hang holes offer the retailer another display option for catching the shopper's eye.

When it comes to marketing beef jerky, then, stand up bags speak volumes.

## **Build Your Jerky Brand**

Jerky! A convenient and nutritious snack. Beef jerky is what most people think about when they hear the word "jerky". Whether offered in teriyaki, honey BBQ, spicy or any number of other flavorings, beef jerky remains popular. But as jerky increases in popularity, more and more people are turning to venison, turkey, duck or lamb jerky. No matter the meat, however, jerky is a wonderful source of protein, ideal for those on the go.

"Those on the go". The type of consumer likely to make decisions quickly and, once made, likely to stick to them. Which is why, if you want to reach that consumer, you need to build a brand he can trust, rely on and with which he can identify. You can achieve that result by using unique, quality packaging like stand up pouches to define your brand.



Also called stand up bags, stand bags, custom print bags and Mylar™ film bags, stand up pouches offer several different ways to build your brand. Constructed by laminating together multiple layers of barrier film, these bags provide maximum product protection and ease of use. Designed to lock out vapor, odor and moisture, the bags also lock in flavor, aroma and freshness. Your brand will be famous for the long shelf life your packaging promotes.

For those of us who enjoy that sensation of tearing off the top of a bag of snack food, available tear notches provide that experience. The zip seal closure ensures lasting product freshness (if there's any product left!).

The construction of stand up pouches affords the retailer several display options. As the name implies, the pouches stand up on the shelf (and stand out from the competition). Hang holes, either round or sombrero-style, provide an alternative way to exhibit your jerky.

The stand up pouch design also provides a great way to brand your brand as well. The build of the bags creates a wide front and back panel on which you can affix your labels. Custom printing in up to 10 colors is also available as are clear 'windows' in one or both sides. Or, you can combine any variation of the three.

Finally, the image of your brand can't help but be enhanced by the fact that stand up pouches are recyclable and take up little room in landfills.

Stand up pouches. Packaging to sink your teeth into!

## **Build Your Brand Bonus Article**

Once considered simply a snack for farmers, ranchers and those woodsy, outdoorsy types, jerky products have become not only popular as a snack, but touted as healthy ones at that. From traditional beef jerky to such exotic varieties as alligator, ostrich and wild boar, jerky offers a convenient, nutritious and protein-rich snack alternative. Of course, all the new varieties and increasing popularity isn't such a great thing for jerky producers and distributors because it just means more competition. The more crowded the marketplace, the more difficult it becomes to distinguish one brand from another.



Fortunately, jerky packaging using stand up bags will build your brand. Stand up bags are made from multiple layers of scientifically formulated film that have been laminated together to create a barrier that will protect your jerky from vapor, moisture, odor and pests while extending its shelf life by sealing in nutrients, flavor and freshness.

The key to building your brand is to establish a connection between your company and your products that is so strong that consumers consider them to be one and the same. This, of course, takes more than just a quality product because it's likely that some of your competitors have superior goods as well. Exceptional packaging is one way to accomplish this goal if, in addition to providing optimal product protection it also offers convenience and, finally, helps market your product line brand.

Stand up bags (known too as stand up pouches and Mylar® bags) are very convenient. They: 1) Store conveniently on the shelf because of a flat, stable base; 2) Open easily via optional tear notches; and 3) Close securely when available zip-lock style closures are incorporated.

Stand up bags will build your brand by marketing it. Each stand up bag has wide panels that will enable your marketing folks to affix your company labels or, in the alternative, order application of printing tailored to your exact specifications. You even have the option of combining a bit of both. Add this to the fact that stand up bags stand on shelf and it's clear your brand will stand out.

### **Beef Jerky Packaging Using Stand Bags Will Perform and Protect**

We've become a very mobile society, seemingly always in a hurry, always on the go. As a result, snacks and other relatively portable foods are an increasingly larger portion of our daily diet, constituting a larger share of food sales than ever before. Beef jerky is one of those foods, popular not only because of it's a convenient snack food but because of it has nutritional value as well. But not all beef jerky is created equal, and neither is all beef jerky packaging.

Long a beneficiary of the advances made in convenience foods packaging, beef jerky requires a package that protects and performs. As strange as it may be to think of food packaging as being a performance vehicle, the longer you do so the more sense it makes.

Why? Because in order for packaging to be attractive to the consumer and be an effective and protective vehicle for the transport, sale and consumption of the product, it must perform to certain specifications. Stand up bag packaging for beef jerky does exactly that.

Stand up bags, created by laminating together multiple layers of specially formulated



film, are the ideal package for beef jerky. Lightweight, convenient, highly effective in protecting the contents, attractive to the consumer and environmentally friendly, stand up bags are, to borrow the phrase, the complete package.

A stand up bag, also known as a stand up pouch, is flexible yet durable, necessary for any food frequently taken on the road. In fact, snack food

packaging is perhaps the area in which stand up bags perform best. Lightweight, the bags don't slow a body down, nor do they take up a lot of space as would, for example, a box or carton.

This packaging is exceptionally convenient, available with tear notches for easy opening and zip seal closures for locking in freshness, flavor and aroma in the car, in a school backpack or while walking the dog.

Stand up bags also perform in the store, standing out from the competition while standing up on the shelf. The wide front and back panels created by the bag's design provide excellent options for affixing labels, ordering custom printing in up to 10 colors, or even a combination of the two. No matter what you choose, the sales performance of your brand will benefit.

Beef jerky packaging using stand up bags, will protect and perform in all ways.

## **Beef Jerky Packaging Using Stand Up Pouches Will Save You Money**



You know that using stand up bags for beef jerky packaging protects your product and meets many performance standards. Did you know that stand up bags can also save you money? It's true, and there are several reasons why.

First, because a stand up bag will do such a great job in protecting your beef jerky during transport, in the store and in the home, there will be fewer returns because of damaged packaging. The bags are puncture and moisture resistant and keep odor, vapor and pests out while keeping freshness, flavor and aroma in, ensuring that your beef jerky stays fresh, tender and delicious.

Stand up bags, known too as stand up pouches and Mylar® bags; also help you realize savings by way of reduced fuel costs on several fronts. First, because the process of manufacturing the bags is very technologically advanced and yields little waste, the amount of nonrenewable resources used is only that which is truly required. Again, due to technology behind the bag design, the composition of the bags requires less plastic per unit than virtually every other form of plastic packaging, 12 percent to be exact. And 12 percent less plastic means 12 percent less energy used.

One additional area of potential energy cost savings is available because the lightweight bags require less fuel per unit to transport than other packaging. In addition, because the bags take up very little room when empty, the cost of fuel is again reduced because more units can be transported per shipping container.

One final way that stand bag beef jerky packaging saves money is that each bag is a complete, self-contained package. No additional lining is required, no outside box or other container is needed. As a result, no additional funds need be expended on auxiliary packaging or on the extra energy and transportation costs such packaging would generate.

Beef jerky packaging using stand up bags: The complete solution to all of your packaging needs, including the need to save money.

### **Bonus: Beef Jerky Packaging Using Stand Bags Will Save You Money**

Unless you cut corners or diminish your product line, there is never a down side to saving money. That is, of course, the balancing act companies must perform whenever they embark on a path of reducing overhead: How to cut costs without lessening quality.

Fortunately, jerky packaging using stand up bags will save you money and may actually increase the overall quality of your brand. Don't think that's possible? Bear with us.

Stand up bags, also known as custom print bags, Mylar® bags and stand up pouches, are constructed using as much as 12 percent less material than other plastic bags. The process used to manufacture each bag, in which several to many layers of specially formulated film are laminated together, is very energy efficient, resulting in lower production costs. And because the bags are made with less material, it stands to reason that they weigh less too. Less weight means more bags can be shipped per gallon of fuel, thereby generating further savings.

Stand up bags will effectively protect your jerky products from vapor, moisture, odor and pests and do so without the need for any additional packaging whatsoever. Inner foil or plastic liners are unnecessary as are outer bags, boxes or cartons. Of course, elimination of additional packaging eliminates all the extra costs associated with the production, transportation and storage of that packaging, and results in substantial savings.

The durability of stand up bags have another potentially significant, if somewhat nuanced, cost saving benefit. Specifically, the structure and strength of stand up pouches (which are puncture resistant, by the way), stand up well to the rough

conditions packaging encounters on its journey from production to the home of your customer. Many other plastic bags are not as resilient as stand up bags and suffer, therefore, damage in greater numbers. Damaged product leads, of course, to expensive returns and causes more waste than normal.

Jerky packaging using stand up bags will save you money both directly and indirectly without sacrificing one iota of quality. Result? More satisfied customers and a healthier bottom line.

## **Beef Jerky Packaging Using Stand Up Bags Will Increase Your Sales**



Jerky products have become more popular than ever. Once simply a snack enjoyed by very few, often leathery and not always flavorful, jerky has become a go-to source of protein for those on the go and now comes in many choices. Ostrich, alligator, turkey and buffalo are now among the varieties that have joined the world of jerky. So too, have multiple competitors. While jerky has become easier to sell as a product, growing your market share has become more difficult. It should, therefore, come as welcome news that jerky packaging using stand up bags will increase your

sales.

Stand up bags, also called (among other things) custom print bags, Mylar® bags and stand up pouches, provide optimal protection for your entire line of beef jerky products. Multiple layers of scientifically formulated film are laminated together to create a barrier bag that will guard its contents from vapor, odor, moisture, pests and any other factor that might cause your product to degrade. Stand up bags, available with zip-lock closures, will also lock in flavor, freshness, aroma and the nutritional qualities of your jerky.

Your sales will also benefit from the fact that stand up bags store conveniently on the shelf, kitchen counter or car dash on a road trip. Convenient as well are the optional tear notches that permit easy opening without destroying the bag from pulling too hard to open it.

Some consumers consider more than the quality of a product to make buying decisions. Some look to whether the company is socially responsible in word and deed. For example, are its policies environmentally sound? You'll be pleased to learn

that stand up pouches will be held in good stead by that demographic because they are recyclable. Even those consumers who don't usually recycle will not be disappointed to find out that stand up pouches, because they're made with 12 percent less material than most other bags, produce less waste and take up less room in a landfill.

Packaging using stand up bags will increase your sales. And we're not jerking around here.

## **Jerky Packaging Using Stand Up Pouches Is Green and Helps The Environment**

The issue of climate change remains, despite the amount of scientific evidence supporting its existence, controversial. Purveyors of products and services have not, as a rule, addressed the issue directly in their marketing. However, consumers are paying more attention to the issue as part of an overall concern about the environment. Although there may be ongoing political debate about the existence of climate change, there is essentially no dispute that man-made waste pollutes our water, land and sky.



Manufacturers, producers and distributors all face the challenge of demonstrating to consumers that they follow sound, environmentally-friendly policies, whether it be in the production process, in shipping or in the area most visible to the consumer, packaging.

The most obvious eco-friendly characteristic of packaging is whether it is recyclable. As it turns out, that is merely one way which packaging can be eco-friendly. Beef jerky packaging using stand up pouches is green and helps the environment in other ways as well.

Stand up pouches are built by laminating together multiple layers of scientifically formulated film that uses 12 percent less base material than other plastic packaging of the same size. This factor alone provides several benefits for the environment.

First, of course, is the fact that less raw material is used, which is always a plus. Second, less material means less weight per unit. Less weight per unit means less in the way of transport costs per unit, both in terms of fuel and how many pouches can be transported per shipping container.

Stand up pouches are also eco-friendly because they are, essentially, a self-contained package. In other words, because stand up pouches are durable and puncture resistant (yet still flexible), they provide complete protection for your beef jerky without the need for any additional packaging. No internal liner is required, no is an outside box or carton for shipping, store display or home storage necessary.

Additionally, the stand up pouch manufacturing process is exceptionally energy efficient, minimizing the need for non-renewable resources.

For something to be environmentally sound, simply making it recyclable isn't the be all and end all. Not everyone recycles. For those who don't, stand up pouches are still relatively green because they take up very little room in a landfill.

Beef jerky packaging using stand up pouches: Green because they are helpful to the environment, stand up pouches will change you sales climate in a good way.

### **Bonus Article...Using Stand Up Pouches and The Environment**

Consumers are paying more attention to the environmental policies of manufacturers and product distributors than ever before and are making their preference for socially responsible companies known through their wallets. Even the food and beverage industry is not immune from this increased level of scrutiny. An easy way for your customers to assess whether you meet this new standard of being eco-conscious is by looking at your packaging.

Fortunately for you, jerky packaging using stand up bags is green and helps the environment. Other plastic packaging bags consist of as much as 12 percent more material than do stand up bags. Less material at the beginning also means less material at the end of the bags' lifecycle and, therefore, less waste. More on that later.

Stand up bags are made by laminating together several (or multiple) layers of specially designed film, a process which creates a barrier bag that will fully protect your jerky product line from moisture, vapor, odor and pests without requiring any additional packaging. The stand up bag stands on its own without the need for an inner liner (foil, plastic or otherwise) or outer box, carton or bag. No extra packaging means that all costs normally associated its production, shipping and storage have been completely eliminated because no raw materials are used and no energy consumed.

Stand up bag packages conserve energy in other ways as well. First, because the manufacturing process itself is very efficient, it does away with any unnecessary

consumption of energy. Secondly, because the bags are made with less material, less fuel per unit is consumed in transporting them.

Finally, packaging your products using stand up pouches is eco-friendly because most are recyclable. Even those that aren't recycled impact the environment less than most other plastic bag packaging because a stand up bag, when empty, is usually no larger than a manila mailing envelope and takes up little space in a landfill.

Stand up bags for jerky packaging is socially responsible and environmentally friendly, likely to please many of your potential customers. Think of it! Being green can actually bring you green!

### **Helpful Videos Pertaining To The Proper Way To Package Beef Jerky**

- [Improve Food Safety Using Stand Up Pouches](#)
- [Oxygen Absorbers-Desiccants—Vacuum Packaging](#)
- [Beef Jerky Packaging Information](#)
- [Stand Up Pouches ARE Recyclable](#)
- [Request A Sample Pack](#)