



WARNING: This eBook is for your personal use only. You may **NOT** Give Away, Share Or Resell This Intellectual Property In Any Way

All Rights Reserved

Copyright © 2013 – StandUpPouches.net and ABC Packaging Direct. All rights are reserved. You may not distribute this report in any way. You may not sell it, or reprint any part of it without written consent from the author, except for the inclusion of brief quotations in a review.

Disclaimer

This publication is protected under the US Copyright Act of 1976 and all other applicable international, federal, state and local laws, and all rights are reserved, including resale rights: you are not allowed to give or sell this Ebook to anyone else. If you received this publication from anyone other than StandUpPouches.net or ABCPackagingDirect.com, you've received a pirated copy. Please contact us via e-mail at support at info@standuppouches.net and notify us of the situation.

Please note that much of this publication is based on personal experience and anecdotal evidence. Although the author and publisher have made every reasonable attempt to achieve complete accuracy of the content in this Ebook, they assume no responsibility for errors or omissions. Also, you should use this information as you see fit, and at your own risk. Your particular situation may not be exactly suited to the examples illustrated here; in fact, it's likely that they won't be the same, and you should adjust your use of the information and recommendations accordingly.

Any trademarks, service marks, product names or named features are assumed to be the property of their respective owners, and are used only for reference. There is no implied endorsement if we use one of these terms.

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.

Copyright © 2013 StandUpPouches.net. All rights reserved worldwide.

Build Your Brand

Copyright © 2013 StandUpPouches.net. All rights reserved worldwide.

Once upon a time, the only laundry detergent was powder. Later, liquid detergent became popular. But the powder and liquid forms share an inconvenient truth: they're messy. Either a consumer has to bring the entire box/bottle of detergent to the washer and attempt to pour in the right amount, or they have to pour the detergent into a measuring device and pour that into the washer. Either way, that's a lot of pouring. Someone finally came upon a solution: Packets. Single-use, single load quantities of detergent in small pods, the skin of which disintegrates when placed into the wash and releases the soap. These laundry packets are now the rage and competition is stiff. Fortunately, stand up pouch laundry detergent packet packaging will build your brand.

Each stand up pouch is strong, durable, puncture resistant, and built to protect your detergent pods from vapor, odor, and moisture. Stand up pouches will prolong the "best by" date of your brand by sealing in product freshness. Yes, even detergent can lose its punch over time.

Also known as stand up bags, Mylar® barrier bags, and custom stand bags, stand up pouches are made from multiple layers of special film that have been laminated together. However, even though they consist of multiple layers, most pouches are made with up to 12 percent less material than other packaging bags, thereby ultimately generating less waste. Those who consider the health of the environment important will also be comforted in knowing your brand packaging is recyclable and, even if disposed, is environmentally friendly because it takes up little room in landfills.



How your brand is perceived is also influenced, to varying degrees, by how convenient your product, and its packaging, is to use. Stand up packaging conveniently stands up on the shelf. Available tear notches permit mess-free, easy opening. Optional zip lock closures prevent spills.

Finally, stand up pouches brand your brand. Standing up on the shelf, they stand apart from the competition. Wide front and back panels allow you to affix your company labels, order direct application of customized printing (in multiple colors), or combine both.

Performs As Well As Protects

It almost seems there are countless varieties of laundry detergent. Scented, unscented, with bleach and without, laundry detergent has come a long way. Powder, liquid and now pods: Laundry detergent contained in small, single load packets designed for convenience and to avoid the mess usually associated with knocking over a box of powdered detergent or a bottle of liquid. Fittingly, laundry detergent packet packaging using stand up pouches performs while it protects.

Stand up pouches, also known as stand up bags, Mylar® bags, and custom print bags, are the product of a process whereby multiple layers of special film are laminated together. The resulting bag will protect your laundry detergent packets from moisture, odor, and vapor. Stand up pouches are puncture resistant and incredibly durable so they are not as likely to be damaged during shipping or while in the store as other plastic packaging bags.



When it comes to packaging laundry detergent packets, stand up pouches are almost as convenient to use as the pods they contain. They stand up, saving space in the closet or laundry room. Available tear notches make each pouch easy to open and available zip lock tops ensure secure closure and prevent spills.

The performance features of stand up pouches extend beyond those intended for your customers. Your brand recognition will be enhanced because stand up bags stand up on the shelf. Your products will, therefore, stand out from the competition. Each pouch has a wide front and back panel suitable for your own company labels or for printing (in up to 10 colors) customized to your specifications.

Eco-conscious consumers will appreciate how well stand up pouches perform in relation to the environment. First, each pouch is made with up to 12 percent less material than other bags, thereby generating less waste at the conclusion of its useful life. The size of a manila envelope when empty, a stand up pouch will occupy little space in a landfill. Finally, most stand up bags are recyclable.

Packaging laundry detergent packets using stand up pouches: Performance and protection sure to brighten up your customer's laundry experience.

Saves Money

Laundry detergent comes in many different varieties and ranges widely in price. Once only available in either powder or liquid form, both of which were required to be poured into the washer, laundry soap now comes in convenient single use packet/pod form. Because each packet is filled with exactly the right amount needed per load, there is no waste which, of course, saves the consumer money. It's only fitting, then, that packaging for laundry detergent packets/pods save money too. Stand up pouches do exactly that.

Stand up pouches are also known as stand up bags, Mylar® barrier bags, and custom print pouches. Although made of multiple layers of special film that have been laminated together, stand up pouches consist of less material than most other plastic packaging bags (up to 12 percent less). Furthermore, the manufacturing process is very energy efficient so additional savings are realized in production.

Each stand up pouch will protect your laundry detergent pods from vapor, odor, and moisture. Available tear notches make the pouch easy to open and zip lock closures prevent spillage, and therefore, reduce waste.

As stand up pouches are made with less material, they



weigh less than other bags. The reduced weight generates savings because less fuel per unit is required to ship stand up pouches.

Being durable and even puncture resistant, stand up pouches require no supplemental packaging to fully protect your brand's product line. No inner foil, plastic liner, or outer bag, box, or carton is necessary. What this means is the elimination of all costs normally associated with the production, transport, storage, and disposal of extra packaging. This may, in fact, be the feature responsible for the most significant cost reduction resulting from the use of stand up pouches.

One additional comment about the durability of stand up pouches: They resist the normal wear and tear that damages lesser packaging. This means that the number of returns from the retailer or the consumer will decrease. As we know, any return can be expensive and creates unnecessary and costly waste.

Increase Your Sales

Laundry detergent is a very competitive segment the household supply marketplace. In fact, a stroll down the detergent aisle in any major retailer or grocery store will confirm that the choices are almost limitless. Scented (lavender anyone?), unscented, with bleach and without, detergent for delicate skin and extra-strength detergent, it's all available in powder or liquid form, packaged in bottles or boxes. And now, packaged in pods. Yes, laundry detergent is now available in single load packets, adding further to an already competitive arena. Fortunately, laundry detergent packet packaging using stand up pouches will increase your sales.

A stand up pouch is also known as a custom print pouch, Mylar® pouch, and stand up bag, among other names. Each pouch is the product of laminating together multiple layers of special film to create a barrier that will fully protect your laundry detergent pods from vapor, odor, and moisture.



Fittingly, given the convenience of laundry packets, stand up pouches are also convenient to use. They save space in the laundry or hall closet because the flat base permits the pouches to stand up. Optional tear notches make the pouch easy to open and zip lock closures provide secure, spill-free storage.

Durable and puncture-resistant, stand up pouches are rarely damaged during transport or handling by store employees, thereby reducing the number of expensive returns (and waste that result from returns) and adding to customer satisfaction. This is necessary to build brand loyalty and increase sales.

It's estimated that up to one half of all shoppers haven't chosen among their product options by the time they get to the store. For those undecided consumers, stand up pouches provide some "assistance". Each pouch stands up on the shelf, thereby standing out from competing brands packaged in boxes or bottles. Stand up pouches have wide front and back panels, more than adequate for your

company labels or you can order the direct application of printing (in up to 10 colors) tailored to your needs and specifications.

Laundry detergent packet packaging using stand up pouches will build your sales and help you clean up the competition.

Helps the Environment

Laundry detergent pods are the new "thing" in laundry supplies for a number of reasons. They are very convenient to use, are economical, and are friendlier to the environment because they create less waste. It would seem, therefore, that laundry detergent packaging should be green and help the environment as well. Stand up pouches foot the bill.

Made of multiple layers that are laminated together while using up to 12 percent less material than other plastic packaging bags, stand up pouches protect your laundry detergent packets from vapor, moisture, and odor while, at the same time, extending your brand's shelf life (and reducing waste) by preventing spills and staleness (yes, even laundry detergent can lose its freshness, and its "oomph").

Less fuel per unit is required to ship stand up pouches because they weigh less than other packaging bags. Fuel conservation is also achieved by virtue of the fact that a stand up pouch requires no structural additions or extra packaging to fully protect your product line. There is no need for an inner paper, foil, or plastic liner, nor is an outer box, bag, or carton necessary. This means, simply, that no energy is consumed in producing, transporting, storing, or disposing of the additional packaging because, obviously, there isn't any.

Stand up pouches, also known as stand up bags, custom print bags, and Mylar® pouches, are recyclable but, as we all know, most people still don't recycle. Fortunately, because stand up pouches contain less material and weigh less than most other bags, less waste is ultimately created. Therefore, stand up pouches take up less space in landfills.

The durability of stand up pouches yields another environmental benefit.

Strong and puncture resistant, stand up pouches are less likely to suffer damage during their lifecycle, damage that leads to product return. Returned product is expensive and generates waste that would normally be avoided.

Laundry detergent packaging using stand up pouches is green and helps the environment: Clean product, clean packaging, and a clean solution to a dirty problem.



Helpful Videos

NON FOOD PRODUCTS In A Stand Up Pouch Keeps Them Fresh

<http://standuppouches.wistia.com/medias/xbwyu210pn>

NON FOOD PRODUCTS In A Stand Up Pouch Will NOT Break Your Bank

<http://standuppouches.wistia.com/medias/o7s4brt7ja>

Outbound Video—for NonFood Industry

<http://standuppouches.wistia.com/medias/qsve4mkju6>

Obsessed About Quality

<http://standuppouches.wistia.com/medias/yppzn1ne80>

Environmental Info on Stand Up Pouches

<http://standuppouches.wistia.com/medias/33o3o0werj>