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SEAFOOD PACKAGING USING STAND UP POUCHES

- Build Your Brand
- Packaging That Protects and Performs
- Saves Money
- Increases Sales
- Helps the Environment



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Seafood Packaging Using Stand Up Pouches

The Food and Drug Administration regulates the production, manufacturing, processing, packaging, and labeling of food and drug products. As a result, all packaging that comes in contact with food must be FDA-approved. For some foods, this might not seem so important (e.g., nuts in shells, foods that require washing before eating, eggs, etc.). For others, however, packaging is of critical importance to ensure the contents are safe for human consumption.

It has been estimated that the demand for packaging meat, poultry, and seafood is expected to grow 5% annually. Technological advances in packaging and an increase in the demand for fresh and frozen seafood have combined to drive this segment of the market.

Highly effective seafood packaging is critical due to the fact that "seafood" (which, for the convenience in this discussion, includes freshwater fish as well) is highly perishable, sensitive to harmful microbial growth, and deteriorates (i.e., rots) quickly. Prolonging shelf life is an important feature for most packaging; it's a priority when packaging seafood.



A stand up pouch makes for ideal seafood packaging. Also called a stand up bag, barrier bag, and Mylar® film bag, a stand up pouch is built by laminating together multiple layers of scientifically formulated film, resulting in a moisture and puncture resistant package. Sturdy and stable, a stand up pouch protects seafood from vapor, odor, bacteria, and oxygen (on which unwanted microbial bacteria feeds).

Packaging conditions that reduce the amount of oxygen present in the package (e.g. vacuum packaging) extend the shelf life of the product by inhibiting the growth of aerobic spoilage bacteria. The safety concern with these products is the increased potential for the formation the of C. botulinum toxin before spoilage makes the product unacceptable to consumers.

Stand up pouch seafood packaging reduces oxygen in the packaging environment, keeping it safe as it travels from processing plant, to the grocer's freezer, and then to the home. Not only does the barrier keep out unwanted agents, it seals in freshness and flavor, thereby offering the length of extended shelf life consumers seek. Available zip lock closures further protect package contents.

Seafood packaging has come a long way from the days of "fish wrap" and newspaper. Stand up pouches offer convenience and safety in a flexible package that is FDA approved, consumer friendly, and freezer ready. For packaging your seafood, there's no need to fish for anything else.

Seafood Packaging Using Stand Up Pouches Will Build Your Brand

Whether it is popcorn shrimp at a casual restaurant, yellowtail tuna at a sushi joint, or tilapia on the grill at home, seafood has become an ever-increasing staple in American meals. If your product line contains varieties of seafood, you are well aware that the greater popularity of seafood has led to greater competition, a situation that makes it difficult to distinguish your brand in the marketplace.



Seafood packaging using stand up pouches will build your brand in a variety of ways. Remember, the idea is to have consumers think about your brand when they're buying seafood. Given the rather "fragrant" nature of much seafood (even when frozen), it's not good if those consumers think about your brand when the packaging doesn't do what it's supposed to do, namely: keep certain things out and keep other things in. Stand up pouches will protect your seafood products from vapor, odor, and moisture while keeping in flavor, freshness, nutrition, and aroma. Each pouch is made from multiple layers of specially designed film that are laminated together to create a package that is strong, attractive, and convenient to use.

How convenient? Well because stand up pouches have a stable base, they stand neatly in the refrigerator, freezer, or if already cooked (e.g., tuna, salmon) on the cupboard shelf. Optional tear notches make opening easy and hassle free. Zip seal closures prevent spills and keep your seafood products securely stored (in other words, keep that smell in!).

Your brand will be further enhanced because stand up pouches are themselves, a great way to market your brand. Each pouch (also known as a Mylar® bag or stand up bag) stands up on the shelf so it stands out from the competition. In addition, the wide front and back bag panels allow you to affix your own labels or order application of printing (in up to 10 colors) customized to your exact specifications.

Finally, your brand will benefit from the fact that stand up pouches are eco-friendly. Most are recyclable and all take up little space in landfills.

Stand up pouch seafood packaging: There's nothing fishy about it.

Performs As Well As Protects

For food products, the factor that probably has the biggest impact on customer satisfaction after quality and price is whether the packaging does what the consumer expects it to do. Of course, how well packaging performs is more important for some foods than others; food products such as seafood, for example. Although many consumers consider protection to be the only "performance" feature of packaging, there are others that are almost as important to establishing customer satisfaction.

Seafood packaging using stand up pouches performs as well as it protects. Stand up pouches are also known as stand up bags, custom print bags, and Mylar® pouches. Each one is the product of a process whereby multiple layers of special film are laminated together to create a barrier bag that is strong, durable, and puncture resistant. Stand up pouches will, of course, protect your seafood from moisture, vapor, odor, and pests. Perhaps of equal importance, given the nature of most seafood, is that the barrier qualities will keep in flavor, freshness, nutrition, and odor.



Another performance feature that is important to consumers, although they might not think of it in that way, is convenience. Stand up pouches have a stable base that permits them to store conveniently on a freezer shelf or in the pantry, taking up very little space in the process. Available zip seal closures prolong shelf life and optional tear notches enable easy, hassle-free opening.

One function of stand up pouches, likely more important to you, is how well they serve to market your brand. They stand up on the shelf, thereby standing out from the competition. Their design yields front and back panels with ample printable "real estate" for your labels or custom printing in up to 10 colors. You can combine the two for an even more effective visual presentation on the shelf.

Some consumers consider the environmental policies of companies very important. Certain to appeal to them is the fact that most pouches are recyclable and all of them have little impact in a landfill, taking up no more space than empty manila envelopes do.

Saves You Money

It's unlikely that we personally know too many people (if even one) for whom saving money is not important. That's probably even more accurate with companies. Cutting costs, reducing overhead, and minimizing expenses, are important to virtually every enterprise. In the volatile marketplace of food and grocery products, this is often even more the case, given the amount of competition and razor-thin profit margins.

Fortunately, seafood packaging using stand up pouches will save you money. Other plastic packaging bags require up to 12 percent more material to make than does a stand up pouch. Not only is there reduced cost for materials, but the production expenses for stand up pouches are lower as well. This is because the manufacturing process is so energy efficient.



It shouldn't be surprising that if a stand up pouch is made of less material that it also weighs less. This reduction in weight means that more pouches can be shipped for the same amount of fuel. Put another way, stand up pouches cost less per unit to transport.

Reductions in overhead are not limited to the construction of the pouches themselves, however. In fact, because stand up pouches are so strong and stable, all costs normally associated with the production, transportation, and disposal of additional packaging are eliminated. No inner foil or plastic liner, or outer bag, box, or carton is needed. Depending on what you prefer as a form of extra packaging, the cost savings here can be substantial.

There is one other benefit to be derived from the durability of stand up pouches (known too as stand up bags). As we know, the handling, shipping, loading, and unloading of food products often involves some mishap, frequently resulting in damage to the product that requires an expensive return and creates nothing but waste. Stand up pouches are so strong that they withstand all but the most significant impact, drops, etc., thereby reducing those costs related to returns.

Seafood packaging using stand up pouches will save you money. You don't need to go fishing for any more answers.

Increases Your Sales

When it comes to business, sales are the key to your success. Have them, stay open. Increase them, grow more profitable. Lose them and watch your market share decline, a trend that, if not altered, will ultimately lead to the end of a product line or perhaps even your enterprise. Businesses are constantly seeking ways to increase their sales numbers. One effective, yet often overlooked way to accomplish that is by choosing the packaging most suitable for your product line.

Seafood packaging using stand up pouches will increase your sales. Stand up pouches are known by several other names including stand up bags, custom print bags, and Mylar® pouches. These bags are created from multiple layers of scientifically formulated film that are laminated together, forming a barrier that will protect your seafood products from vapor, odor, moisture, pests, and, for frozen seafood, freezer burn. The barrier also seals in nutrition, freshness, and flavor. These protective qualities of stand up pouches are sure to increase customer satisfaction, which is always critical to sales.

Customer satisfaction is also driven by convenience. Stand up pouches have a stable base so they store conveniently in a kitchen cupboard or on a freezer shelf. Tear notches for simple, hassle-free opening are available, as are zip-lock closures that securely store and protect your brand and prolong shelf life.

Your sales efforts will be bolstered by how well stand up pouches serve to market your brand. Each pouch has a wide front and back panel suitable for your company labels or for printing (in up to 10 colors) tailored to your exact specifications. The two can be combined for an even more effective visual display.



Speaking of display, stand up pouches stand up on the grocer's shelf. As a result, your seafood products stand apart from the competition, most of which is sold in the types of flimsy bags normally reserved for frozen vegetables, or, in the case of tuna or salmon, heavy, clunky, and often hazardous to open cans.

Stand up pouches are ideal for seafood packaging and will help you net greater sales.

Helps the Environment

Consumers seem to be placing more emphasis on healthier eating these days. Organic foods are more popular than ever while the popularity of so-called "red meat" is in decline. Seafood has become the go-to protein replacement for people who are reducing their consumption of red meat or eliminating it completely from their diets. Aside from the nutritional benefits of seafood, there is something about it that just appears to be more natural (i.e., less processed) to people than pork or beef. It seems only fitting, then, that seafood packaging should be more "natural" as well.



As it turns out, seafood packaging using stand up pouches is green and will help the environment throughout the entirety of its lifecycle. Stand up pouches are manufactured using a very energy efficient process which laminates together multiple layers of scientifically formulated film which will protect your seafood products from vapor, odor, moisture, and pests. Frozen seafood benefits from the fact that stand up pouches protect the contents from freezer burn as well.

Stand up pouches provide superior protection although they are made with less material than most other plastic packaging bags. How much less? Up to 12 percent. Despite the fact that a pouch consists of less material, it remains a complete, all-in-one package that requires no inner liner or outer bag, box, carton, or other container to fully protect your brand. This means that no materials or energy are consumed in the production, transportation, storage, or disposal of any extra packaging because, obviously, there is none.

The fact that stand up pouches are comprised of less material than most other bags also means that they weigh less, therefore, requiring less fuel per unit to ship. Less packaging material also means there is less waste for disposal after use.

No discussion of waste is complete, of course, without mentioning the fact that most stand up pouches are recyclable.

Using stand up pouches to package seafood is an environmentally responsible choice. Who knew that "green" could be a word somehow associated with seafood without it being a bad thing?

Helpful Videos

IF YOU ARE IN THE FOOD BUSINESS...This Video Is For You

<http://standuppouches.wistia.com/medias/dgnkep251s>

FOOD—In A Stand Up Pouch—We Have A Simple Process

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