

Rapid-Roll® Stand Up Pouch

The fastest growing flexible packaging format

Standing Out on the Shelf

Avery Dennison Rapid-Roll® expands flexible packaging portfolio to include Stand Up Pouch format. Narrow web converters can continue to meet the expanding needs of brand owners by offering the fastest-growing flexible packaging format.

According to a study from the Freedonia Group, demand for stand up pouches in the U.S. will grow almost 6% year over year to \$2.9 billion by 2022*. This format allows for tremendous versatility, functionality and variability of shape. With 360 degrees of billboard space for branding, stand up pouches take up less space on the shelf while maintaining outstanding shelf appeal. These lightweight laminations are ideal for on-the-go consumers, providing convenience and ease-of-use. Stand up pouches also foster sustainability through the use of less total packaging material which allows for more units per amount of shelf space.

Our new offering includes white, clear and metallized polyester facestocks designed specifically for high-end graphics via flexo printing, and accept most coatings used in alternative print methods. The corona-treated, polyester film provides toughness, heat resistance and good moisture barrier. Our white and clear facestocks are laminated to 3mils of co-extruded EVOH-metallocene linear low-density polyethylene sealant film. The metallized polyester lamination has a 3mil metallocene LLDPE sealant film and boasts an additional barrier not found in the clear or white versions. This eliminates the need for the EVOH co-extruded sealant film.

All three product offerings provide laminations with superb oxygen barrier, additional moisture barrier, excellent puncture resistance, hot tack and seal initiation temperature, resulting in higher filler throughput and good machinability. All offerings are zipper, fitment and spout-friendly laminations.



Product Information

Key Features & Benefits

- Unique format to maximize shelf appeal
- Superior puncture-resistance ensures product integrity
- Print-ready facestock on a full product-ready lamination
- Zipper, fitment and spout-friendly structures
- Surface printable, designed for pouching equipment
- Excellent hot tack and low seal initiation temperatures improve throughput

Application Areas

- Food
- Coffee
 - Dry Goods
 - Snacks
 - Baking Mixes
 - Easy to Make Dishes
- Nutraceuticals
- Single Use Multi-Packs
 - Liquid Refills
- Pet
- Treats
 - Boutique Toys and Food

| Spec# | Product Description | Location | Service Program |
|-------|---------------------------------|----------|-----------------|
| 79934 | Clear Multi-ply SUP 360 HB | NEE | EXACT™ |
| 79935 | White Multi-ply SUP 360 HB | NEE | EXACT™ |
| 79936 | Metallized Multi-ply SUP 360 HB | NEE | EXACT™ |

NEE=Neenah, WI



Low
MOQ



Quick
Quote



Fast
Delivery

label.averydennison.com

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