

# 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 and clear 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.

All 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.

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
79934	Clear Multi-ply SUP 360 HB
79935	White Multi-ply SUP 360 HB

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