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# **PRESS REVIEW**

## **JULY – DECEMBER 2019**



**VOLPAK**  
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**Italia/Imballaggio**  
magazine

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**PRESS REVIEW**



MULTIMARKET [ MATERIALS & MACHINERY ]

## POUCH FLESSIBILE: l'innovazione è green

**N**el settore dei beni di largo consumo le soluzioni di imballaggio a basso impatto ambientale si stanno affermando in misura sempre maggiore sul mercato mondiale, col sostegno di normative internazionali che orientano consumatori e produttori in tale direzione.

Tra i segmenti in costante espansione, per sua natura, il packaging flessibile garantisce vantaggi in termini di sostenibilità, che consistono, in primo luogo, nel contenimento di peso e volume delle confezioni. Tuttavia, per garantire una maggiore eco-compatibilità degli imballaggi flessibili, i produttori sono costantemente impegnati in ricerca e sviluppo, volti a migliorare, in primis, gli aspetti legati alla riciclabilità.

**Volpak (azienda del gruppo Coesia) inaugura nel proprio quartier generale a Barcellona, il "PouchLAB", un centro R&D che supporta clienti e partner nello sviluppo di soluzioni sostenibili. E al mercato propone un upgrade tecnologico per produrre pouch di carta, riciclabili al 100%.**

### **POUCH PIÙ SOSTENIBILI, GRAZIE A UN LAB DEDICATO**

Per offrire un contributo concreto all'evoluzione di questo trend, Volpak ha inaugurato lo scorso maggio il "PouchLAB", un'area speciale all'interno del proprio headquarters a Barcellona, dedicata alla ricerca e sviluppo di soluzioni innovative e sostenibili, che ospita una macchina allo stato dell'arte per la formatura e il confezionamento di pouch, assieme a una se-

rie di sistemi per eseguire un'ampia gamma di test.

Diversi partner industriali possono utilizzare quest'area per analizzare i materiali, creare pouch e testare la qualità di prodotti differenti, in un ambiente controllato e con il supporto del personale specializzato Volpak, che vanta un'esperienza di lungo corso nell'ambito del confezionamento flessibile, e un know-how consolidato per quanto riguarda l'utilizzo di ma-

### *Flexible Pouch: innovation is green*

**Volpak (part of the Coesia Group) inaugurates a "PouchLAB" at its headquarters in Barcelona, a R&D center to support customers and partners in the development of sustainable solutions. And it offers the market a technological upgrade to produce 100% recyclable paper pouches.**

*In the consumer goods sector, low environmental impact packaging solutions are becoming increasingly important on the world market, with the support of international regulations that guide consumers and producers in this direction.*

*Among the segments in constant expansion, due to its nature, flexible packaging guarantees sustainability advantages, which consist, first of all, in containing the weight and volume of the packaging. However, to ensure greater*

*eco-compatibility of flexible packaging, manufacturers are constantly engaged in research and development, aimed at aboveall improving aspects related to recyclability.*

### **MORE SUSTAINABLE POUCHES, THANKS TO A DEDICATED LAB**

*To offer a concrete contribution to the evolution of this trend, last May Volpak inaugurated the "PouchLAB", a special area within its headquarters in Barcelona, dedicated to the research and development of innovative and sustainable solutions, which hosts a state-of-the-art pouch forming machine,*

*based on FFS technology, and complete testing equipment. Different industry players can take advantage of this area to analyze their material, make pouches and test the quality of different products, all in a controlled environment and with Volpak's technical expertise.*

*In fact, Volpak's expertise comes from its long-standing experience in the field of pouch processing and packaging, expressing a unique know-how in such fields as new material applications and energy saving processes. The PouchLAB will therefore help Volpak's customers and converter partners both in developing new solutions and*



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teriali di ultima generazione e le strategie di risparmio energetico.

PouchLAB aiuterà, quindi, i partner dell'azienda nello sviluppo di nuove soluzioni e nella ricerca di materiali eco-sostenibili per il confezionamento in pouch, offrendosi come polo di connessione tra i vari attori della filiera del packaging flessibile.

**POUCH DI CARTA RICICLABILE: UNA NUOVA TECNOLOGIA, ANCHE IN RETROFIT**

Per supportare la riduzione della carbon-footprint interpretando, ancora una volta, il ruolo di pioniere, Volpak propone una nuova tecnologia sviluppata in esclusiva, che consente di produrre pouch realizzati al 100% di carta riciclabile. In linea con gli attuali trend del mercato, orientato a privilegiare packaging flessibili e, al contempo, sostenibili, la soluzione risponde all'esigenza delle aziende di adottare packaging realizzati in carta o altri materiali riciclabili.

Equipaggiata su tutte le nuove macchine Volpak, la soluzione può essere implementata come upgrade anche su modelli precedenti. Il retrofit, che introduce un miglioramento della fase di saldatura e un ampliamento delle funzioni della macchina, consente di realizzare varietà di pouch di formato differente. Grazie a tali modifiche è, dunque, possibile convertire una linea pre-esistente, mettendola in condizione di operare con materiali completamente riciclabili.

*exploring new sustainable materials for their packaging, connecting the know-how and expertise of all the players in the flexible pouching industry.*

**RECYCLABLE PAPER POUCHES: A NEW TECHNOLOGY, ALSO IN RETROFIT**

*Volpak is further supporting the reduction of carbon footprint with the development of a brand new packaging technology, allowing customers to produce flexible pouches made of 100% recyclable paper. The new technology by Volpak is the first of its kind, pioneering a market shift towards flexible pouching solutions that are also ecological. With*

*some types of plastics soon to be banned in certain countries, the new Volpak equipment also responds to a growing urgency among companies worldwide to adopt paper-based, or other types of recyclable material, for their packaging. The new system is available on new machines, with the option of installing it on existing Volpak machines as an upgrade. The retrofit offers overall improved sealing sequence and equipment, including a variety of format options for the pouch design. Thanks to the modification, the machine converts the existing production line into a fully recyclable one.*

[www.packmedia.net](http://www.packmedia.net)



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## How to design a waste free future together with customers

Date 07.08.2019 | Category: [News](#) | Comments:

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PouchLab is dedicated to brand owners who need to set standards for their packaging, look to optimize the package size, have to consider down gauging packaging or aim to explore new materials for their products. The Lab is also meant for those industry players who need to compare the behaviour of different structures, test machinability, double check the performance of their film, develop new sustainable solutions or new re-closable features for flexible packaging. The structure will be a strong asset not just for Volpak customers, but also for film converters, cap, zipper

manufacturers, technological centres and raw material suppliers, who could take advantage from the numerous possibilities offered by the lab.

The laboratory is located in a special area within Volpak premises; guaranteeing maximum confidentiality and dedicated closed boxes for material storage. The area, hosts a state of the art pouch-forming machine, based on HFFS technology, and complete testing equipment, which customers can rent and use at their discretion to analyze their material, make pouches and test the quality of the product, all in a controlled environment, counting also on Volpak's technical expertise. In fact, the Company can further support the users thanks to its long-standing experience in the field of pouch processing and packaging, expressing a unique know-how in such fields as new materials applications and energy saving procedures.

Pouch forming equipment provided by PouchLab, namely a new generation HFFS machine, serves for both flat and stand up pouches. Customers can control and monitor seal temperature, seal pressure and seal time, supervising also the film tension. Finally, it's possible to measure film stretch in forming area. Other tools provided by this area include an electrostatic charge measure tool, to accurately measure and provide the electrostatic charge of any material, a stress test machine, to obtain clear, accurate and manageable information about pouches stress resistance, a high speed camera for root cause investigation of any issue, and a powerful microscope to analyze the quality of the seals. For more visit [volpak.com](http://volpak.com)

Source: *Volpak*  
Author: *COX*

Link: <https://www.blmedien.de/moproweb/IDM/News/How-to-design-a-waste-free-future-together-with-customers-594145991.html>



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## Volpak opens R&D center

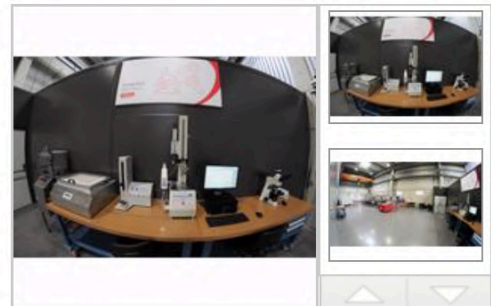
Volpak inaugurated its PouchLab, a new area within its premises, serving as an R&D Excellence Center to support customers and stakeholders in developing sustainable pouch solutions, combining knowledge and experience of machine and materials.

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### PouchLab: who's it for?

PouchLab is dedicated to brand owners who need to set standards for their packaging, look to optimize the package size, have to consider down gauging packaging or aim to explore new materials for their products. The lab is also meant for those industry players who need to compare the behavior of different structures, test machinability, double check the performance of their film, develop new sustainable solutions or new re-closable features for flexible packaging. The structure will be a strong asset not just for Volpak customers, but also for film converters, cap, zipper manufacturers, technological centres and raw material suppliers, who could take advantage from the numerous possibilities offered by the lab.



### PouchLab: where is it and how it can be used?

The laboratory is located in a special area within Volpak premises; guaranteeing maximum confidentiality and dedicated closed boxes for material storage. The area, hosts a state of the art pouch-forming machine, based on hf/f/s technology, and complete testing equipment, which customers can rent and use at their discretion to analyze their material, make pouches and test the quality of the product, all in a controlled environment, counting also on Volpak's technical expertise. In fact, the company can further support the users thanks to its long-standing experience in the field of pouch processing and packaging, expressing a unique know-how in such fields as new materials applications and energy saving procedures.

### Inside the lab

Pouch forming equipment provided by PouchLab, namely a new generation hf/f/s machine, serves for both flat and stand up pouches. Customers can control and monitor seal temperature, seal pressure and seal time, supervising also the film tension. Finally, it's possible to measure film stretch in forming area. Other tools provided by this area include an electrostatic charge measure tool, to accurately measure and provide the electrostatic charge of any material, a stress test machine, to obtain clear, accurate and manageable information about pouches stress resistance, a high speed camera for root cause investigation of any issue, and a powerful microscope to analyze the quality of the seals.

### Companies in this article:

SUPPLIER: » Volpak

Link: <https://www.packworld.com/article/volpak-opens-rd-center>



Food News  
LATAM.COM

Aug  
2019

PRESS REVIEW

## Volpak: tecnología de bolsas de última generación

VANESSA II MICOLUCCI / EMPRESAS / 27 AGOSTO 2019



PROCESOS / ENVASES

PREVIOUS ARTICLE  
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Volpak, la marca líder en el diseño y fabricación de máquinas de llenado y llenado horizontal para bolsas flexibles, fortalecerá este otoño, su presencia en exhibiciones mundiales presentando su tecnología líder en FachPack, Pack Expo, Gulf Food, PPMA y Andina Pack. En los últimos años, Volpak ha invertido fuertemente en actividades de I + D, diseñando o rediseñando sus máquinas para que sean más rápidas, más versátiles, con capacidades de bolsas más grandes y conectividad inteligente de fábrica, con alta eficiencia e incorporando características de materiales reciclables.

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El impulso de la industria del embalaje para el uso de materiales reciclables presenta desafíos importantes para los fabricantes a nivel de rendimiento del equipo y Volpak ya tiene la tecnología para operar este tipo de materiales. La estabilidad en el proceso de desenrollado, el control del estiramiento de la película, los ajustes precisos y el control preciso de los parámetros de sellado son elementos clave para la fabricación de bolsas de buena calidad y a prueba de fugas, especialmente si se hacen con películas de embalaje de calibre descendente.

En el otoño, la compañía participará en cinco de las principales exposiciones mundiales, a saber, el Pack Expo en Las Vegas, del 23 al 25 de septiembre, el FachPack en Nuremberg, del 24 al 26 de septiembre, el PPMA en Birmingham, a partir de octubre Del 1 al 3 de octubre, Gulf Food en Dubai, del 29 al 31 de octubre, y Andina Pack en Bogotá, del 19 al 22 de noviembre.

### Máquina en exhibición: VOLPAK SI-280 en PackExpo

La serie SI se ha rediseñado recientemente para ser una máquina tecnológica de vanguardia, equipada con opciones y capacidades inteligentes de fábrica; Una unidad versátil que cubre una amplia gama de necesidades de bolsas, desde bolsas pequeñas hasta grandes, a la vez que es flexible y ofrece el cambio de tamaño más rápido para las máquinas HFFS. Por último, pero no menos importante, la Serie SI está tecnológicamente lista para operar con materiales reciclables.

El SI 280 en exhibición en Pack Expo estará equipado con soluciones de vanguardia para la gestión de diferentes calidades de materiales de embalaje. Además, como con todas las máquinas Volpak más recientes, el SI 280 aborda las necesidades y requisitos de la Industria 4.0 y la digitalización, por lo tanto, viene con un conjunto de dispositivos avanzados "inteligentes", como un sistema de evaluación de rendimiento de activos, almacenamiento central de datos, basado en la web Sistema de autodiagnóstico e interconectividad plug & play.

### Máquina en exhibición: VOLPAK SL-110 en FachPack

La SL-110 es una máquina de llenado y conformado horizontal, disponible en versiones Simplex y Duplex, que puede producir hasta 180 bolsas por minuto. Cubre una serie de procesos diferentes, que incluyen la fabricación de la bolsa, su llenado y el corte al final, produciendo bolsas individuales y gemelas unidas con perforaciones. Incluso es posible fabricar tiras de diez bolsas en la misma máquina, lo que la convierte en una solución extremadamente flexible.

Link: <https://www.foodnewslatam.com/empresas/62-procesos-envases/9375-volpak-tecnolog%C3%ADa-de-bolsas-de-última-generación.html>



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FOOD TRADE**

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**PRESS REVIEW**

# VOLPAK TO SHOWCASE HORIZONTAL FORM-FILL MACHINES



In the last few years, Volpak has strongly invested in R&D activities, designing or re-designing its machines to make them faster, more versatile, with larger pouches capabilities and smart factory connectivity, boasting also high efficiency and incorporating recyclable materials features. The packaging industry push for the use of recyclable materials brings significant challenges for manufacturers at the equipment performance level and Volpak already has the technology to operate this kind of materials. Stability in the unwinding process, control of film stretching, precise settings and accurate control of sealing parameters are key elements for the manufacturing of good quality and leak-proof pouches, especially if made with down-gauged packaging films. In the fall, the company will take part in five of the main exhibitions worldwide, namely the Pack Expo in Las Vegas, the FachPack in Nuremberg, the PPMA in Birmingham, the Gulfood Manufacturing GFM in Dubai, and the Andina Pack in Bogotá, Volpak announced.

Link: [https://www.ameft.com/news/volpak-horizontal-form-fill-machines?searched=volpak&advsearch=oneword&highlight=ajaxSearch\\_highlight+ajaxSearch\\_highlight1](https://www.ameft.com/news/volpak-horizontal-form-fill-machines?searched=volpak&advsearch=oneword&highlight=ajaxSearch_highlight+ajaxSearch_highlight1)



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## **Volpak inaugurates new packaging lab**

Volpak recently inaugurated a new packaging lab in June. Named the PouchLab, the facility serves as an R&D center to support developing sustainable pouch solutions. The lab assists customers with optimizing package sizes and researching/testing new product materials. The facility is used for testing machinability, film performance and new reclosable features for flexible packaging.

In addition to customers, the lab can assist film converters, cap producers, zipper manufacturers and raw material suppliers in product and process research.

Located in a secure, controlled environment, the lab includes a horizontal form, fill and seal pouch-forming machine, and equipment for material analyzing with support from Volpak's technical expertise. Both flat and stand-up pouches can be tested, while seal temperature, pressure and time, along with film tension and stretch, can be monitored and controlled.

Other lab capabilities include electrostatic charge measuring, stress testing, a high-speed camera for root cause investigation and a microscope to analyze seal quality.

Volpak, part of the Coesia group, specializes in horizontal form-fill-seal solutions for the pouch-type packaging industry. The company is headquartered in Barcelona, Spain.





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**IT'S EASY,  
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 **RELIABLE**  
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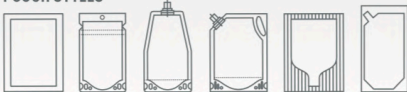
 **USER FRIENDLY**  
Simple operation



**ENFLEX**  
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The number one value-for-money choice for pouch customers, is new and improved. The new generation of this simple-to-use stand-up pouching machine features highly reliable operation, with increased use of pre-set interchangeable mechanics and easy adjustable size parts. Experience and simplicity, this is Enflex!

**POUCH STYLES**



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**TO INFINITY  
AND BEYOND.**



**FAST**  
2X speed

**VOLPAK SC+**  
IT'S NOT FICTION.  
FOR CONSUMER GOODS PACKAGING MACHINERY, IT'S REALITY!

From the pioneers in pouching innovation, here comes the ultimate breakthrough CONTINUOUS motion pouching technology. Volpak SC+ dramatically changes the horizontal pouching machinery landscape. Trust us, you've never seen a machine like this.

POUCH STYLE



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PRESS REVIEW

## Inverted Pouch for BBQ Sauce a First for the Category

Responding to a survey on consumers' pain points around BBQ sauce, Uncle Dougie's introduces a new line of Organics in the STANDCAP pouch, eliminating messy closures and product waste.

Author — [Anne Marie Mohan](#)

Oct 15th, 2019



The inverted squeeze pouch makes it easier for consumers to add to their favorite meal.

As a consumer, if asked in mid-2018 what your major complaints were with the offerings then available in the packaged barbecue sauce category, what would you have said? That's what Uncle Dougie's, a Chicago-based producer of BBQ sauce, or "Shelf Candy," as they call their sweet, rich, and zesty products, was seeking to learn when it did a study of 1,000 consumers nearly two years ago.

Barbecue sauce is an extremely competitive category, as are all of the product areas in which Uncle Dougie's plays. Says CEO Rob Johnson, "I kind of joke when I talk about Uncle Dougie's product line that if we would have gone through the grocery store and basically selected the five categories that are most competitive, that are the most difficult to succeed in, we pretty much picked all five of those. That is our product line."

In addition to its original and organic BBQ sauces, Uncle Dougie's also produces marinades, seasonings, rubs, hot sauces, and drink mixes. For all its products, the company stands behind a "no-crap" commitment to clean-label integrity. Says Uncle Dougie's, "We believe that the fresh, wholesome, natural riches of the Earth should be carefully stewarded, and that means no cheap, profit-driven shortcuts, no crappy industrial chemicals, and no artificial additives, cheap gluten extenders, or GMOs."

In 2018, Uncle Dougie's BBQ sauce line comprised four sauce varieties packaged in 18-oz glass jars. To deliver on its promise of "Good, Clean Fun," the brand brings the fun through flavors that include Original Sweet & Snappy, Sneaky Spicy, Sweet Lov'n, and Smokin' Potle, and delivers the clean with recipes that use all-natural ingredients, have no high-fructose corn syrup or preservatives, and are gluten free and non-GMO.

Despite the quality of its sauces, the company still felt it needed to find that missing "ingredient" consumers were looking for in order for their brand to succeed in the crowded category. Hence the consumer study—the results of which came as a surprise to Johnson and set the company on a course to develop new packaging that would become the first of its kind for BBQ sauce products.

### Addressing consumers' pain points

As Johnson explains, the barriers to entry are very low for BBQ sauce. "Every weekend barbecuer who makes their own sauce can find a co-packer somewhere to be able to make a pallet of it if they want to give out their sauce for Christmas, or what have you," he says.

In order to bring real value to the consumer with its product, Uncle Dougie's asked 1,000 consumers what they liked, what they didn't like, what the company and its competitors could be doing better, etc.

The feedback was overwhelming: Consumers identified packaging as the major pain point. "Frankly, they were damn tired of dealing with the messy cap and spout and never being able to get the last 10 percent of the sauce out of the typical glass and plastic bottles," says Johnson. In addition, the glass bottle itself was not ideal due to its lack of portability, especially for occasions like picnics or camping trips.

Johnson said he would never have predicted that the packaging format was one of consumers' biggest complaints. "Just like most consumers, I have lived with glass bottles and/or rigid plastic bottles for barbecue sauce all my life, and you take the good with the bad and don't really think anything of it," he says.

The other feedback Uncle Dougie's received was around consumers' confusion over clean label claims. Their suggestion was to go "all the way organic," because that's a designation they understand and trust. To address this concern, the company created a product line made from USDA organic ingredients, which would eventually be packaged in its new format.

As for the question of how to make a package better-suited to consumers' needs, the solution was pure serendipity, as Johnson explains. "We were just finishing up this research, and we get this feedback about glass bottles, and then all of a sudden, [flexible packaging converter] [Glenroy](#) happened to stop by our booth at Natural Products Expo West and showed us the STANDCAP pouch," he says. "And the two just married up really nicely in a quite unexpected way."

The STANDCAP is an inverted multilayer flexible pouch format that leverages proprietary converting technology from [Volpak](#), available in the U.S. through fellow [Coesia](#) company [R.A Jones](#). Glenroy is the exclusive pouch converter of the premade STANDCAP pouch in the U.S. Another partner in the STANDCAP package is [Aptar](#), which supplies the flip-top closure that provides the pouch with stability and ease of dispensing.

The pouch was first used for [Daisy Sour Cream in 2015](#), an application that won much industry attention and accolades. Since that time, it has been used for products such as [ketogenic sauces](#), honey, and, most recently, guacamole.

Link: <https://www.packworld.com/design/flexible-packaging/article/15693525/inverted-pouch-for-bbq-sauce-a-first-for-the-category>



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## PRESS REVIEW

### Finding the right fit for sauce

During its time on shelf, Uncle Dougie's sauce was offered first in a glass bottle, then in a rigid plastic container, and then in glass again. Part of the challenge with BBQ sauce is that it needs to be hot-filled at temperatures to 190°F. With the rigid plastic containers, after the sauce cooled, a vacuum was created that sucked the panels of the container in, making it look on shelf as though it had been squeezed. In addition, "plastic is a much more porous material than glass, so you also run into shelf-life issues," Johnson says.

In engineering the film for the STANDCAP pouch, Uncle Dougie's and Glenroy worked together to ensure that the barrier was thick enough to accommodate the varying acidity levels of the product, that the film could withstand hot filling, and that the pouch would provide sufficient shelf life. "Glenroy was a tremendous partner through all of this," says Johnson. "I think they saw the opportunity we saw, and so they invested time and resources in helping us get to the right solution."

According to Glenroy, details on the exact construction of the pouch are proprietary, "but the multilayer lamination engineered for these pouches utilizes several materials that provide strength, protection, and durability. The structure also prevents loss of flavor," the converter shared.

Based on testing done by Uncle Dougie's, the shelf life for the Organics line of BBQ sauce in the STANDCAP is two years, but copy on the package advises 18 months, "to be on the conservative side," Johnson advises. This, he adds, is similar to sauce in a rigid plastic bottle, but less than glass, which can provide up to a three-year shelf life, in some cases. However, he says, "one of the things we've had many discussions about is that there should be almost no circumstance under which a bottle is produced and is still hanging around three years later."

Another consideration for the film construction was the need for a window in the film for product transparency. This involved a compromise in terms of aesthetics, but an easy choice to make, Johnson says, given Uncle Dougie's brand equity around Good, Clean Fun. "Being able to see the sauce is convention in the category, and I think it would make people uncomfortable if they couldn't see the product," he says. In order to have a clear window, an opaque, bright white film could not be used. Instead, to help the colors "pop" as much as possible, the graphics were backed by white ink. Each of the five sauce varieties in the line has their own artwork, flexo-printed by Glenroy in nine colors.

Another critical piece of the project was selection of the cap. The STANDCAP pouch uses Aptar's Sierra polypropylene flip-top closure, which enables convenient, one-handed opening and closing, and with its large, crest-like shape, allows the inverted pouch to remain stable when standing—even when nearly empty. The Sierra closure screws securely onto a tamper-evident ring-pull fitment that is sealed into each STANDCAP pouch during converting.

Most importantly for Uncle Dougie's purposes, the closure also incorporates Aptar's SimpliSqueeze® silicone valve technology with elastomeric flow control for controlled, drip-free dispensing. According to Dave Johnson, Director, Global Business Development, Flexibles, for Aptar, there are 250 SimpliSqueeze valve options, based on the viscosity of the product, the desired squeeze force, or "ease of squeeze," the typical amount of product being dispensed, and the ideal product stream. Aptar selected an optimized valve for Uncle Dougie's after performing tests with product samples from the BBQ sauce maker.

### Pouch filling presents the biggest hurdle

Being the first to introduce a new packaging format to an established category can present a number of challenges. For Uncle Dougie's, the biggest hurdle in the whole project was finding a co-packer "that had the ability and was willing to make the investment to get themselves set up to be able to pack the pouches," says Johnson.

Uncle Dougie's products are co-manufactured and co-packed by two companies—one providing co-manufacturing only and another providing co-manufacturing and co-packing of all its legacy bottled product. For the STANDCAP-pouched product, the company was initially thinking it would have to work with two organizations: one to make the product, and one to fill it. "But that would have been really cost-prohibitive, and there are all kinds of other supply chain problems with that as well," says Johnson. "Again, because all of our sauces are made at 190 degrees Fahrenheit, if you can imagine trying to put 190-degree barbecue sauce into a big tote to ship to somebody to fill, it would take six months for that thing to cool in order for it to be safe to ship."

Once again, serendipity intervened when Uncle Dougie's happened to meet a co-packer willing to take on the job. Currently, much of the filling is hands-on, with the aid of an automatic sealer, but Johnson says both companies are evaluating equipment options that will bring the cost down and reduce the number of hands touching the pouch.

According to Jason Stover, Marketing Communications Manager for Coesia North America & R.A. Jones, the STANDCAP pouch had previously been available to the market exclusively with Volpak horizontal form/fill/seal equipment. "Today, with the new premade structure in the U.S. through R.A. Jones and Glenroy, there is a network of qualified co-packers for STANDCAP ready with fill/seal equipment, creating a complete supply chain for brand owners," he shares.

### The aha! moment

Uncle Dougie's Organics line of (Way More Than) Barbecue Sauce in five flavors—Rich Hickory Bourbon, Chile N' Lime, Sweet Ginger Buzz, Lemongrass Habanero, and Bang Yum Chipotle—was launched in a 13.5-oz STANDCAP pouch March 1, 2019. The sauce is available for a suggested retail price of \$4.99 at a range of mainstream and natural food retailers in Colorado, Idaho, Montana, Nevada, Pennsylvania, Texas, and Wyoming, as well as on Uncle Dougie's website and on Amazon.

Says Johnson, when people see the pouch at trade shows or consumer events, "it takes about a second and a half for their brain to go, 'Oh my gosh, this is so logical and has so much utility, I can't believe someone didn't do it before!'"

By adopting the STANDCAP pouch with Sierra closure and SimpliSqueeze valve, Uncle Dougie's addresses all the major packaging-related trouble spots expressed by consumers in the 1,000-person survey. These include a portable format and the almost total elimination of the "crud" that collects on the closure throughout the product's use and product waste due to inefficient evacuation of the product. The STANDCAP allows for 99% percent of the product to be dispensed.

Concludes Johnson, "The packaging is a real break from the category. The inverted squeeze pouches make it easier for cooks to use our sauces in recipes or for dipping. It also virtually eliminates the mess that typically collects around the lip of typical bottles. We think it's going to change consumers' expectations around barbecue sauce."

**Link:** <https://www.packworld.com/design/flexible-packaging/article/15693525/inverted-pouch-for-bbq-sauce-a-first-for-the-category>



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**PACKAGING  
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Oct  
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**PRESS REVIEW**

coesia

**SC∞+**  
A BREAKTHROUGH TECHNOLOGY  
TO INFINITY AND BEYOND

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 **LIKE NO ONE**  
Unique pouchig technology

 **TIDY**  
60% less waste

 **CLEVER**  
10% pouch size optimization

 **ECO FRIENDLY**  
30% optimized footprint

 **FAST**  
300 - 400 ppm

coesia

**SC∞+**

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FOR CONSUMER GOODS PACKAGING MACHINERY,  
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Nov  
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**PRESS REVIEW**

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**LIMPIO**  
50% menos de residuos



**ECOLÓGICO**  
Dimensiones optimizadas un 40%



**INTELIGENTE**  
Tamaño del envase optimizado un 13%



**SIN IGUAL**  
Exclusiva tecnología de envasado

**SC+**

**HASTA EL INFINITO Y MÁS ALLÁ.**



**RÁPIDO**  
El doble de rápido

**VOLPAK SC+**

**NO ES IMAGINACIÓN.  
ES LA REALIDAD PARA EL ENVASADO EN FLEXIBLE  
DE PRODUCTOS DE CONSUMO.**

De los pioneros en innovación de soluciones de envasado flexible, llega la última y revolucionaria tecnología de envasado con movimiento CONTINUO. Volpak SC+ cambia por completo el panorama de la maquinaria de envasado horizontal. Créenos, no has visto nunca una máquina como esta.

ESTILO DE BOLSA



The future of packaging technology  
**EMPACK2019**  
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**packmedia.net**  
webmagazine

**Nov  
2019  
(ITA)**

**PRESS REVIEW**

## Pouch: 5 risposte a 5 trend di consumo

Italiainballaggio novembre/dicembre 2019



Volpak, azienda di Coesia, opera al servizio di un mondo sempre più "fast moving", offrendo una serie di soluzioni di confezionamento in grado di rispondere in modo adeguato alle ultime tendenze di consumo.

**Volpak** è specializzata nella progettazione e commercializzazione di macchine automatiche per il confezionamento in buste flessibili (pouch): con fondo o "stand-up pouch" sono declinabili in un'ampia serie di tipologie con caratteristiche ben distinte e rappresentano infatti la forma di confezionamento ideale per soddisfare le esigenze sempre più eterogenee dei consumatori. Vediamole in dettaglio.

**Efficiency-driven lifestyle.** Un numero sempre maggiore di consumatori, in modo particolare i giovani lavoratori, ha necessità dettate da rapidità e comodità di consumo, come può accadere per esempio durante una veloce pausa pranzo. I pouch con tappo rappresentano la risposta ideale a questo tipo di esigenza, poiché offrono la possibilità di fruire del prodotto in maniera facile e veloce anche in situazioni in cui non è possibile star fermi, garantendo al contempo la possibilità di richiudere la confezione per mantenere inalterate le qualità del prodotto e consumarlo in un secondo momento.

**Loving the solo life.** I giovani apprezzano sempre più la condizione di single, stile di vita strettamente connesso all'esigenza di consumare prodotti in porzioni più piccole. I pouch monodose rappresentano, in questo caso, una soluzione ottimale sia per quanto riguarda il food, ma anche l'igiene personale e i prodotti farmaceutici, fornendo sempre la quantità "giusta" di prodotto a ogni utilizzo.

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**Da "FOMO" (Fear Of Missing Out) a "JOMO" (Joy Of Missing Out).** La scelta di essere single non implica necessariamente una volontà di solitudine. Al contrario, molti consumatori hanno il grande desiderio di trascorrere tempo "di qualità" insieme ad amici e familiari. In questo caso, i pouch di dimensioni extra-large sono ideali per conservare, trasportare e condividere il prodotto con altri.

**Digitally together.** Molti giovani apprezzano prodotti che possano essere fruiti a più livelli, in grado cioè di veicolare un'"esperienza digitale". Sullo STANDCAP, così come sulle altre tipologie di pouch, è infatti possibile apporre un codice QR in fase di confezionamento, che può essere facilmente scansionato con cellulari o tablet per reperire informazioni di interesse per il consumatore, come i dati nutrizionali o la composizione del prodotto. Inoltre, è anche possibile "linkare" contenuti ricreativi come filmati o giochi interattivi, associati al prodotto stesso.

**Sustainability.** Ultima ma non ultima la sostenibilità, ormai vero e proprio driver di riferimento nella scelta dei prodotti da consumare. Anche in questo caso, il pouch può rappresentare una soluzione a bassissimo impatto ambientale, vista la possibilità di confezionare un'ampia gamma di prodotti con materiali riciclabili o - addirittura - con carta riciclata. Il pouch infatti, anche quello in tradizionali materiali termoplastici, offre una riduzione di CO<sub>2</sub> durante la fase di produzione di circa l'80% rispetto alle confezioni in bottiglia o alluminio.

06.11.2019

**Link:** <https://www.italiainballaggio.network/it/contenuti/Volpak-macchine-confezionamento-pouch>



packmedia.net  
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Nov  
2019  
(ENG)

## Pouches 5 answers to 5 consumption trends

ItaliaImballaggio November/December 2019



Volpak, a Coesia company, operates at the service of an increasingly fast-moving world, offering a series of packaging solutions capable of responding correctly to the latest consumer trends.

**Volpak** is specialized in the design and marketing of automatic machines for packaging in flexible bags (pouches): With block bottom or stand-up pouch they can be declined in a wide range of types with very distinct characteristics and represent the ideal packaging form to meet the increasingly heterogeneous needs of consumers. Let's see them in detail.

**Efficiency-driven lifestyle.** An increasing number of consumers, especially young workers, have needs dictated by speed and convenience of consumption, as can happen for example during a quick lunch break. Pouches with caps represent the ideal answer to this type of requirement, since they offer the possibility of using the product quickly and easily, even in situations where it is not possible to stand still, while at the same time guaranteeing the possibility of closing the package to maintain the product quality and consume it later.



**Loving the solo life.** Young people increasingly appreciate the condition of being single, a lifestyle closely linked to the need to consume products in smaller portions. The single-dose pouches represent, in this case, an optimal solution for both food, but also personal hygiene and pharmaceutical products, always providing the "right" quantity of product with each use.

**From "FOMO" (Fear Of Missing Out) to "JOMO" (Joy Of Missing Out).** The choice to be single does not necessarily imply a desire for solitude. On the contrary, many consumers have the great desire to spend "quality" time with friends and family. In this case, extra-large pouches are ideal for storing, transporting and sharing the product with others.

**Digitally together.** Many young people appreciate products that can be enjoyed on multiple levels, able to convey a "digital experience". On the STANDCAP, as well as on the other types of pouches, it is in fact possible to affix a QR code during packaging, which can be easily scanned with mobile phones or tablets to find information of interest to the consumer, such as nutritional data or product composition.

Furthermore, you can also "link" recreational content such as movies or interactive games associated with the product itself.

**Sustainability.** Last but not least sustainability, by now a key driver in the choice of products to be consumed. In this case too, the pouch can represent a solution with a very low environmental impact, given the possibility of packaging a wide range of products with recyclable materials or - even - with recycled paper. The pouch in fact, even that in traditional thermoplastic materials, offers something like an 80% reduction of CO2 during the production phase compared to bottle or aluminium packaging.

11/06/2019

Link: <https://packmedia.network/en/Volpak-machines-packaging-flexible-bags-pouches>





**Italia/Imballaggio**  
magazine

Dec  
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**PRESS REVIEW**

MULTIMARKET [ MATERIALS & MACHINERY ]



Pouch

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*Pouches*

## 5 responses to 5 consumption trends

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**PRESS REVIEW**



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