



# THE BENIFITS OF FLEXIBLE PACKAGING

## EXTENDS SHELF LIFE



SHELF LIFE INCREASES



FOOD WASTE DECREASES



### BROCCOLI



6 DAYS

20 DAYS

### GREEN BEANS



7 DAYS

19 DAYS

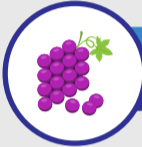
### STEAK



3 DAYS

20 DAYS

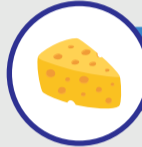
### GRAPES



7 DAYS

70 DAYS

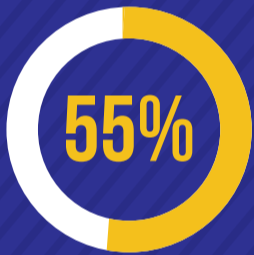
### CHEESE



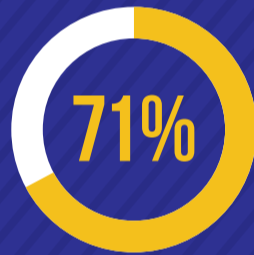
190 DAYS

280 DAYS

## INCREASES SALES & SAVINGS



When asked directly about sales impact, **55% of brand owners** said they saw a sales increase



When given choice in the same product, **71% of consumers** prefer flexible packaging

## LESS WASTE IN FIRST PLACE

Energy consumption and carbon footprint can be reduced with flexible packaging



to transport the same amount of product it only takes **1 truck** of unfilled flexible packaging compared with **26 truckloads** of unfilled gas jars



Given plastics bad press many are surprised that the total volume of non recyclable flexible packaging waste is only **1.6% of the total US annual waste**

**85%**

Less CO2 emissions from using Flexible Packaging

**72%**

Reduction in waste to landfill when using flexible packaging



**88%**

Reduction in solid waste

**66%**

Less fossil fuels are used as less fuel is required for shipping

### Sources:

<https://www.flexpack.org/outreach-materials/flexible-packaging-transition-advantages-consumer-study>  
<https://www.flexpack.org/food-waste-reduction>