

● **Point of Sale**

Pouched cookie dough raises the FUN factor

Resealable stand-up pouches are the packaging format of choice for the expansion of the Crazy About Cookies brand from fundraising and foodservice channels into retail.

The colorful stand-up pouches feature bold imagery of cookie-crazy children. A one-pound netweight pouch contains enough scoopable cookie dough to make 16 one ounce cookies and are available in seven cookie varieties. The barrier pouches provide 60 days' refrigerated shelf life and have a resealable zipper to maintain freshness between servings. They also boast a trendy clean all-natural-ingredients label.

Packaging for cookie dough had two options prior to this innovative launch, a chub pack and a plastic tub. The category was ready for something new and exciting, which this attractive, easy-to-use packaging has succeeded at!



Excerpted from www.packingdigest.com

● **Point of Interest**

New Flexible Packaging Option!

Opportunities, Inc. has expanded its flexible packaging capabilities to include a Horizontal Flow Wrapper. This form fill and seal packaging machine automatically produces closed packets with three seals from heat-sealable packaging material. It is ideal for food and non-food products demanding top performance, increased flexibility, greater efficiency and higher output.

Packaging speed: up to 120 packs/min.

Product dimensions:

Min - 2" x .2" x .1"

Max - 20" x 9.6" x 4.25"

**Greater dimensions are possible.*



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Watch the Flow Wrapped in Action! (10 sec. video)

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Point of Service

AM Solutions is an elite marketing services provider that specializes in integrated data, print, mail, delivery and results. They are located in Edgerton, Wisconsin and have been serving customers across the U.S. since 1993. AM Solutions is committed to building a stronger, better community while also focusing on adapting earth friendly initiatives.

AM Solutions has been utilizing Opportunities, Inc.'s production services for nearly five years to meet the needs of their customers. From various kitting projects to manual inserting and collating, the company has been contracting with Opportunities to meet tight deadlines and high expectations.

Vice President of Operations, Eric Stein, of AM Solutions noted, *"Opportunities, Inc. partners with us to satisfy the needs of our customers. The quality that I get from them is very, very good."*



When asked what the greatest benefit is to working with the agency, Stein answered, *"First and foremost, the communication. I have access to not only the people who quote my jobs, but also to those who run my jobs on the production floor. Open and honest communication is important. Without it, details in projects get missed."* He also mentioned that he reaches out to vendors for quotes frequently. He said there are those who get back to him in two days and those who get back to him in two hours. *"Opportunities, Inc. is one to get back to me within two hours. We have quick turn jobs and I need quotes back in an expedited manner,"* Stein expressed.

Working with Opportunities, Inc. and providing valuable training opportunities to individuals with disabilities and other life barriers is important to Stein personally. From a business sense, Stein likes the jigs and methods that the participants use to complete jobs. He said they even bring back ideas to AM Solutions to use!

Building a stronger, better community is part of both company's missions and using that aspiration to further advance their operations to meet customer needs has been key to their longtime success.

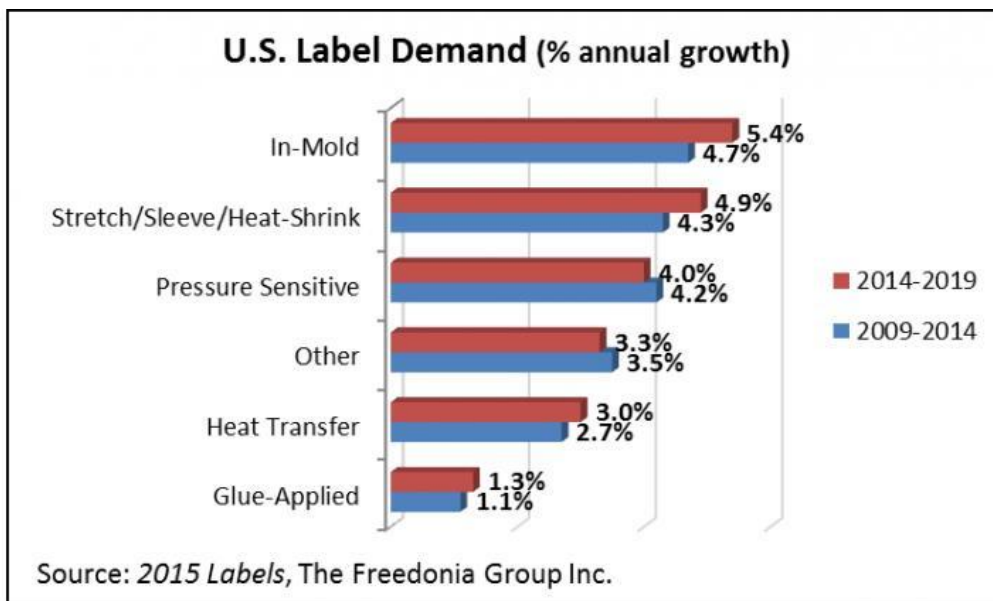
● Point of Progress

Strong growth is forecast for in-mold labeling through 2019

The 2015 Labels study from The Freedonia Group Inc. indicates that in-mold labeling (IML) will grow the most rapidly of all primary-packaging label technologies through 2019, with stretch, sleeve and heat-shrink labels also experiencing solid growth.

For IML, the study reveals an annual growth rate of 4.7% between 2009 and 2014 and predicts a growth rate of 5.4% between 2014 and 2019, based on U.S. demand. According to the study report, "Advances will be driven by the growing range of container types and applications using IML labels, coupled with advantages of superior graphics and increases in the number of companies with IML molding capability."

Demand for stretch/sleeve/heat-shrink labels is forecast to grow 4.9% between 2014 and 2019. The study predicts overall demand for labels in the United States to grow 3.8% per year, reaching \$19.7 billion in 2019.



Excerpted from www.packagingdigest.com

