



Packaging Solutions from Concept to Completion

Case Study: Selecting the right packaging substrate for every product.

Many manufacturers struggle with determining the best substrate to use for their frozen food products. Is a roll stock pillow pack the right way to go due to less cost? Should they opt for a laminated bag? When is it necessary to use a zipper? All of these questions should be asked with the price and the added value factored into the decision.

Background

Many companies ask us for help in deciding on the right substrate. It is hard to provide a definitive answer without completely understanding the packaging project. However, the chart below shows the relative cost structure for common types of packaging. There are many more substrates to choose from but this chart helps illustrate the price implications associated with different packaging substrates and forms.

