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Getting To The Bottom Of Stand Up Pouches – Which Type Of Bottom Gusset Is Right For You

In recent years, stand up pouches have taken the packaging world by storm. Available with or without a re-closeable zipper seal, a stand up pouch is a laminated film bag, usually of different types of plastic or a blend of plastic and aluminum foil. Manufacturers rave about the bags because they use so much less material than other traditional packaging methods like cartons or boxes, and because they offer a tremendous opportunity for branding and merchandising.

Available in a variety of shapes and sizes, stand up pouches have three fundamental measurements: width, height, and bottom gusset. The bottom gusset is the additional material at the bottom of the bag which gives it its capacity for expansion. Stand up pouches can be made to meet your exact specifications, but typically the bottom gusset of the pouch is one of three different styles: Round Bottom Gusset, K-Seal Bottom, or Plow Bottom. Whichever you choose depends on the type of product you plan to house within it. Here is a brief description of each style to help you determine which is best for you:

ROUND BOTTOM GUSSET

In this style, the edge of the gusset is welded to the sides of the supporting walls, giving the package the extra strength and support it needs to stand up. Stand up pouches made with the round bottom gusset are considered the most common in the industry and are ideal for products weighing less than one pound.

K-SEAL BOTTOM

If your product exceeds a certain weight, you may wish to consider using stand up pouches with a K-Seal bottom gusset. In this style, seals on both sides rise at 30-degree angles from the bag. This takes stress off the seals on either side of the package, and allows for additional volume.

PLOW BOTTOM

Also known as a corner seal, this style of stand up pouch is made from just one piece of film so there is no seal at the gusset, making it especially popular with manufacturers of granular products like sugar or salt. In this style of stand up pouch, the product housed in the package sits directly on the shelf. It is ideal for products weighing more than one pound.

Whichever style you choose, there is no question that by switching to the use of a stand up pouch, your profits are sure to stand at attention!