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Protein Powder PACKAGING USING STAND UP POUCHES

Compete With The Big Boys & WIN!

Build Your Brand
Packaging That
Protects and
Performs

Save Money Over
Other Types of
Packaging

Increase Sales
Helpful Videos



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Protein Powder Packaging Using Stand Up Pouches

Protein powder is a dietary supplement commonly used by bodybuilders and other athletes. Daily consumption of protein powder has also been shown to boost the immune system, aid in healing wounds, and also keep skin healthy. Whey, eggs, soy, or rice are the sources of protein processed to produce a powder which can then be mixed with milk, juice, and water. Protein powder can also be sprinkled on food or combined into recipes for cooked or baked foods. Because it's a powder made from perishables, it requires specialized protein powder packaging.

Stand up pouches make the ideal protein powder packaging. Constructed by laminating multiple layers of scientifically designed film together, stand up pouches are durable and puncture resistant. Also known as stand up bags, stand bags, custom print bags, and Mylar™ stand bags, this protein powder packaging protects and extends the life of the contents by keeping out moisture, vapor, odor, and pests while locking in freshness and nutritional vibrancy.

Available with tear notches for easy opening and zip lock closures for convenient storage, stand up bag protein powder packaging is extremely consumer friendly. And, because the bags have a sturdy base and stable sides, they store easily in the kitchen cupboard. Spill free and spoilage resistant.



The base and sides serve several marketing functions as well. First, stand up pouches stand up on the shelf, thereby standing out from the competition. Secondly, they can be ordered with hang holes to allow for an alternate display option. Finally, because they have wide front and back panels, stand up pouches offer many different branding options. Company labels can be easily applied. Also, your text, graphics, product data, company information, and even advertisements relating to your other products can be custom printed onto the bags in up to 10 colors. Or you can combine the two.

Stand up pouch protein powder packaging: a strong way to bring your protein powder to market.

Building Your Brand of Protein Powder

Protein powder. Long a component deemed key to any successful bodybuilding program, protein powder is now readily available to those simply interested in supplementing their diet to ensure they are getting the recommended daily intake of protein. There are dozens of companies producing various varieties of protein powder, including casein, whey, and hemp-based powders.

Sales to repeat customers are usually a given; they've purchased your brand, they like it, and they have no reason to change. Such loyal customers are the foundation of your business. To build on that foundation, however, you must constantly attract new customers which is much easier said than done. Complicating your efforts is the fact that more than 50% of your potential customers won't make their

decisions on which product to buy until standing in the store aisle in front of the shelf where your products (and those of your competitors) are displayed.

Displayed on a shelf in a store aisle is where your protein powder makes its debut, and where your product has its only chance to make a first impression. For that reason, designing the right packaging is one of the most important steps in building your brand of protein powder.



Stand up bags are an ideal way to present, not just package, your brand. Scientifically designed film layers are laminated together to form a barrier against odor, pests, vapor, (and critically when it comes to powders) moisture. The same feature that keeps things out also keeps freshness and product potency in, thereby extending the shelf life of your product.

Building your brand of protein powder is further strengthened by stand up bag packaging because of the labeling options it provides. Also known as stand up pouches and Mylar® barrier bags, the bag structure yields wide front and back panels on which you can affix your company labels. You are also afforded the option of ordering multi-colored printing and can include a clear film 'window' if you desire. You can also combine any combination of these options.

Your brand recognition will be enhanced as well by the convenience afforded by stand up bags. Available tear notches make for spill-free, easy opening and zip seal closures prevent both spillage and spoilage.

For these reasons and more, we suggest that stand up bags add real strength to building your protein powder brand.

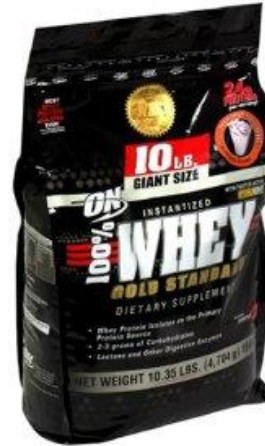
Performs As Well As Protects

There's a line in a Talking Heads song that goes: "As we get older, and stop making sense...." For most of us, that thought scares us a bit and causes us to look for ways to take better care of our bodies and our minds. Exercise, diet, crossword puzzles, and yoga, are all things that we are turning to in order to get healthy and stay healthy. Protein has taken a more important role in these efforts and protein powder is one of the most convenient ways to integrate it into our lives. Of course, the popularity of protein powder has increased the number of competitors looking for a share of the marketplace and although quality and price determine customer satisfaction, so does packaging. More specifically, packaging that performs as well as it protects.

Stand up pouches do just that. Each pouch is built by laminating together multiple layers of special film that will protect your protein powder from vapor, odor, pests, and (most importantly for powdered products) moisture. The pouch barrier accomplishes this while also extending the shelf life of your brand by locking in flavor, freshness, and nutritional content. Combined, these factors are sure to perform a function you'll find important: Increasing customer satisfaction that ultimately builds loyalty to your brand.

Another feature that influences customer satisfaction with the product and its packaging is convenience. Stand up pouches stand up in a convenient, space-saving manner. As well, optional tear notches make for an easy and mess-free opening and available zip lock style closures prevent spills.

Stand up pouches perform in the environmental arena as well. Although recyclable, this is not the most important eco-friendly feature. Stand up pouches stand out because they are made using less material than most other plastic packaging bags (up to 12 percent less). As a result, a stand up pouch generates less waste at the end of its useful life.



Finally, stand up pouches (also known as stand up bags and Mylar bags) perform well in marketing themselves. They stand on the shelf, thereby standing apart from the competition.

Saves You Money

In business, saving money usually takes on significant importance. The ability of any enterprise to control the costs of overhead, and whenever possible, even reduce them, contributes greatly to your success, if not actual survival, going forward. For a specialty product such as protein powder, this becomes especially important because competition is fierce, the market is small, and profit margins are often razor thin. Your company will be better equipped to address these issues when you save money using stand up pouches for protein powder packaging.



Stand up pouches are also known, among other things, as stand up bags, Mylar® barrier bags, and custom print pouches. They are constructed via a very energy efficient process whereby multiple layers of scientifically formulated film are laminated together. The resulting barrier is flexible yet durable, and will protect your protein powder line from vapor, odor, pests, and (critical for all powdered products) moisture. Surprising to some is the fact that although stand up pouches offer the best protection and are made with multiple film layers, they actually require less material to build than do most other plastic packaging bags (up to 12 percent less). This results in a reduction in production costs.

The design of stand up pouches generates significant savings in terms of additional packaging as well. How? Well, quite simply, there is no additional packaging. No inner liner (paper, foil, or plastic) is required, nor is there a need for an outer bag, box, or other container in order for a stand up pouch to serve as fully functional packaging. This eliminates virtually all costs (and emissions and waste) associated with the manufacture, transportation, storage, and disposal of extra packaging.

An additional comment about the savings generated by the stand up pouch design: Because each pouch requires less material than most other plastic packaging bags, it generally weighs less and, as a result, requires less fuel per unit to ship. Of course, this also has the added benefit of being good for the environment.

Stand up pouch protein powder packaging: Saving you money to help build a stronger bottom line.

Increase Your Sales

Sales turn the wheels of commerce. Increasing your sales figures and building your share of the marketplace is critical to growing a successful organization. The tools you can use to increase revenue include quality improvements, price reduction, or a more compelling marketing campaign. You can even use packaging. In fact, packaging is a very effective way to increase your sales numbers. How effective? That depends on what form of packaging you choose.

Protein powder packaging using stand up pouches will increase your sales. Stand up pouches, also known as Mylar® bags, custom print pouches, and stand up bags, offer the best protection available for powdered products. A manufacturing process whereby multiple layers of special film are laminated together yields a barrier that will safeguard your products from vapor, odor, pests, and most importantly for products sold in powder form, moisture. Stand up pouches will also extend the shelf life of your product by locking in flavor, freshness, and the protein content.



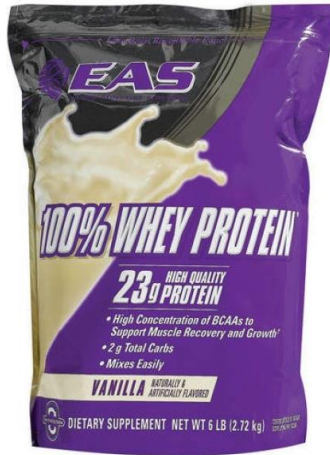
As much as sales are driven by the quality and price of a product, the convenience of the product also plays a role. Stand up pouches will stand up on the pantry shelf, saving space in the process. Convenient zip lock closures prevent spills and guard against spoiling. Optional tear notches make the pouch incredibly easy to open.

As we mentioned, sales are also impacted, at least to some extent, by marketing. Stand up pouches perform this task very well because they stand up on the shelf, and apart from the competition. The wide front and back panels created by the pouch design are suitable for printing (in up to 10 colors) tailored to your exact specifications and equally suitable for your company labels. You can even combine the two for a more visually effective display.

Stand up pouches will increase your sales potential with those consumers who consider environmentally responsible products important because the pouches are recyclable. However, because most consumers don't recycle, note that stand up pouches create less waste as they are made with up to 12 percent less material than other packaging bags.

Stand up pouches: A great way to pump up your sales.

Helps the Environment



Protein powder has become a very popular dietary supplement, one used by many people to assist in muscle building, weight loss, or just as part of an overall effort for taking better care of their health. A product designed with the well-being of consumers in mind should probably be sold in packaging that contributes to the general well-being of the environment in which those consumers live. Protein powder packaging using stand up pouches is green and helps the environment.

Stand up pouches are often referred to, among other things, as stand up bags, Mylar® barrier bags, and custom stand pouches. Each pouch is the product of a highly energy efficient (i.e., eco-friendly) manufacturing process that involves laminating together multiple layers of special film.

Perhaps somewhat surprisingly, however, is although multiple layers are used to create each pouch's barrier, stand up pouches require less material to make than most other plastic packaging bags (up to 12 percent less). Not only does this reduce environmental impact, but it helps reduce fuel consumption and exhaust emissions during shipping because each bag weighs less and, therefore, requires less fuel per unit to ship.

Another example that stand up pouches packaging is an environmentally sound policy results directly from the overall strength and durability of this form of packaging. Specifically, no additional packaging is required for stand up pouches to fully protect your protein powder from vapor, odor, pests, and most critically, moisture. No energy is consumed to produce, transport, store, or dispose of an inner liner or outer box, bag, carton, or canister because none of those things are necessary. The resulting environmental benefit is significant. The durability of the pouches means that they are resilient to the normal wear and tear packaging is subjected to during loading, transport, unloading/stocking, and, therefore, less likely to suffer any damage. As we know, damaged product means returned product; something that is both expensive and wasteful.

Though stand up pouches are recyclable, not everyone recycles. However, because the bags are made with less material, they actually create less waste in a landfill if not recycled.

Helpful Videos

HEALTH FOOD PRODUCTS In A Stand Up Pouch—Compete With Big Boys!

<http://standuppouches.wistia.com/medias/tdklnuunaz>

HEALTH FOOD Products In A Stand Up Bag Will NOT Break Your Bank

<http://standuppouches.wistia.com/medias/1834hixydt>

FOOD—In A Stand Up Pouch—We Have A Simple Process

<http://standuppouches.wistia.com/medias/1zi6gyso0w>

HEALTH FOOD Products...We Have A Proven Formula

<http://standuppouches.wistia.com/medias/n8ehyh22oh>

Custom Printing/Artwork Topics

Retained Samples...What Are They And Does Your Supplier Have Them?

<http://standuppouches.wistia.com/medias/0yk12tmf97>