

Packaging Strategies' 2011 Global Pouch Forum offered strong testimony about the evolution of the pouch, its continued market penetration vs. the bottle and the can, and its ongoing battle to win the hearts and minds of U.S. brand owners. The conference attracted a close-to-record 350 attendees, numbering among that group many of the world's largest consumer packaged goods (CPG) producers and creating an industry buzz unlike any heard before. The 14th annual event showcased supporting evidence on the sudden surge in pouch penetration. Speakers introduced a dynamic list of new pouch introductions and the areas that will be key for innovation and growth in the future for this evolving packaging format, as it continues to penetrate many market segments.

WHAT PRESENTERS DISCUSSED AT THE 2011 GLOBAL POUCH FORUM

"Companies are looking for new business and new ideas and catching the wave of pouch design. Go through the supermarket, aisle by aisle, and you're seeing change."

Dennis Calamusa
AlliedFlex Technologies



Christopher Nunes
Cornerstone Strategic Branding

"There is familiarity, trust, and accessibility with many pre-cooked foods in cans, jars, and frozen formats. A barrier to increased retort consumption is skepticism that packaging formats can deliver good, even gourmet, quality and taste."

"Any time you have the ability to disrupt the marketplace, you have an evolutionary innovation. In our case, that evolution is built upon existing premade and form-fill-seal technology."

Joe Kornick
Kornick Lindsay



Mark Lazar
WILD Flavors

"From protein drinks to natural energy drinks to alternative drinks, we're seeing growing significance in the pouch format. It's a wonderful medium for beverages, and we're preparing to see some advantages of this format."

"In the United States, cartons are a misunderstood commodity that are not considered recyclable. Carton manufacturers have had to respond. For pouches to take on an even stronger market share, companies will have to cross that bridge at some point."

Jim Frey
Resource Recycling Systems



Terry Baker
Fres-Co System USA

"There is a compelling value proposition for brand owners and manufacturers of respective pouch technologies in aseptic processes. Technology is what drives our growth, and there is value for what everyone in the industry does."

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16 full-color PDF presentations, including video highlights, that will give you the information you need from this annual event!

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