

Table 8
Case 4: Stand-up Pouch – Filling

Sales Volume (lb):				
Sales Volume (units):				
	Total US\$	%Revenues	US\$ / lb	Cents/Unit
Revenue				
Materials				
Labor				
Energy				
Distribution Packaging				
Shipping to Customer				
Variable Margin				
Office Supplies				
Labor				
Energy				
Lease cost				
Insurance				
Utilities				
Communications				
Travel				
Maintenance supplies				
Minor equipment				
Outside services				
Professional services				
Laboratory supplies				
Ink supplies				
Plate supplies				
Metal supplies				
Plant Margin				

Data removed

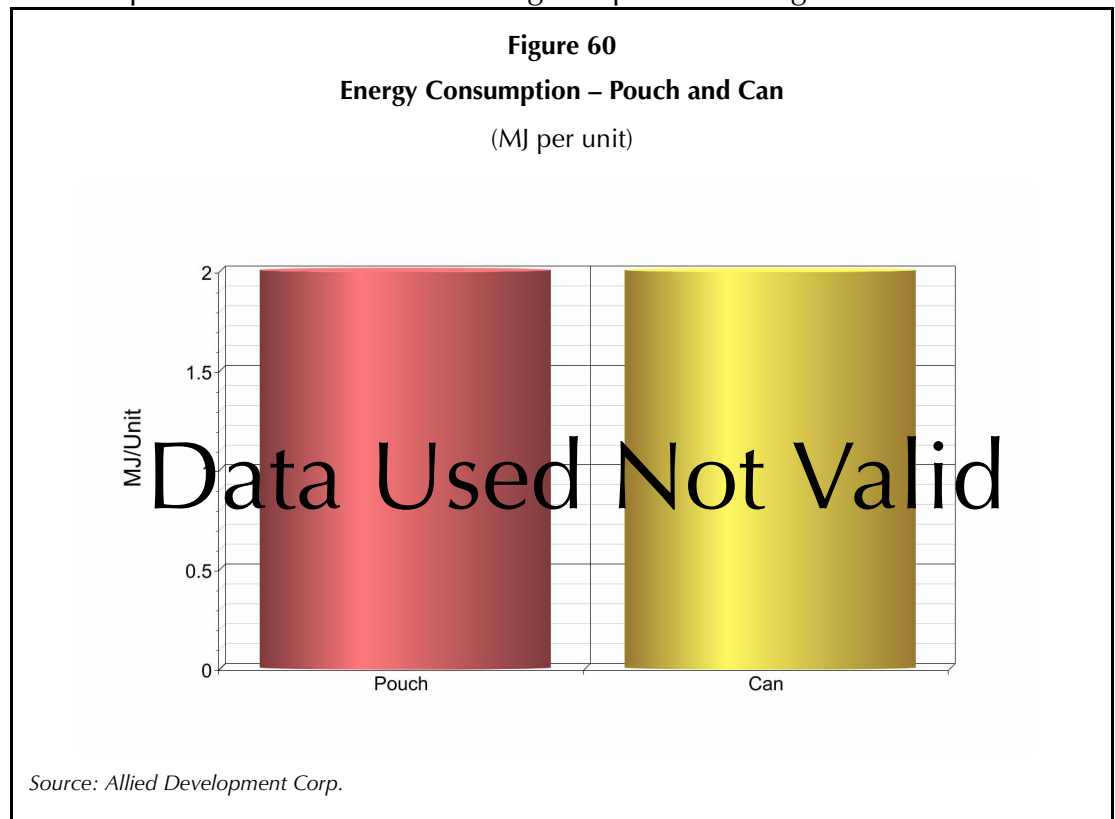
Source: Allied Development Corp.

N. Case 9: Comparison of Case 7 and Case 8

Case 9 compares the environmental metrics of Case 7 and Case 8 by analyzing energy, greenhouse gases, and materials disposal.

1. Energy

Figure 60 provides the comparison of energy consumption for pouch and can manufacturing and product filling.

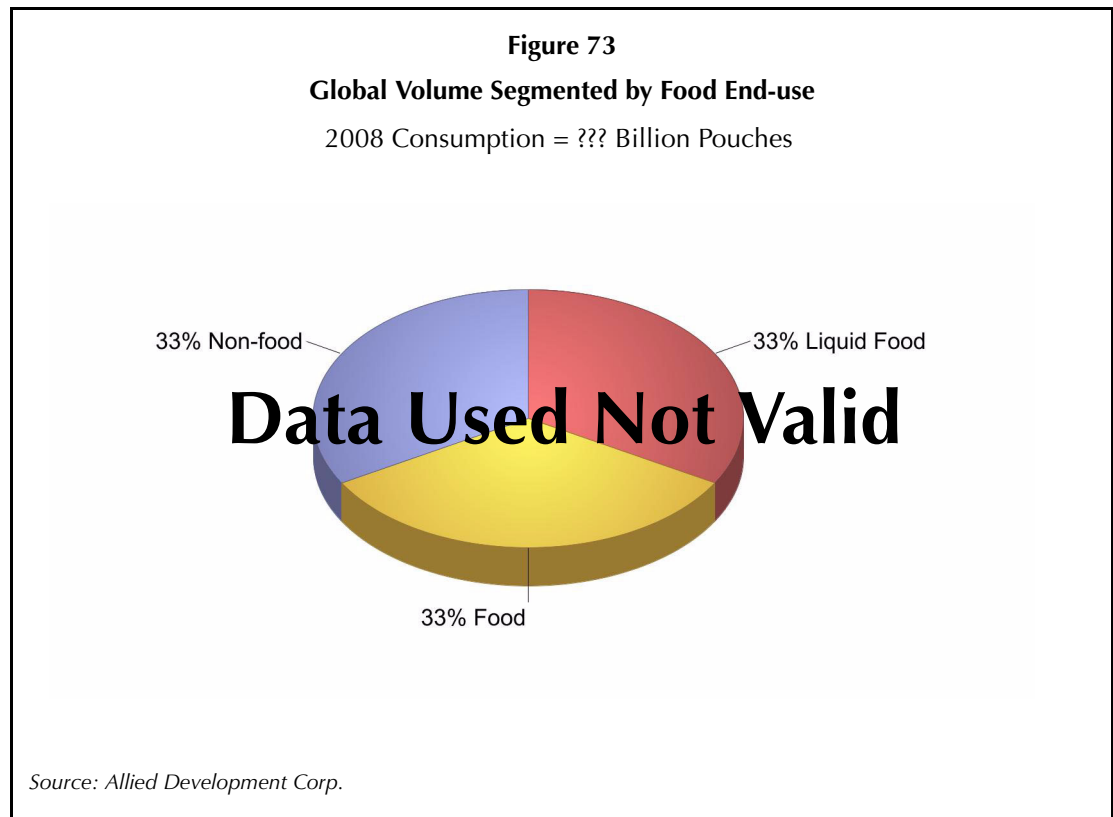


Total energy consumption for pouch and can manufacture and filling is comprised of many variables, including inherited energy in packaging raw materials as well as processing energy required to manufacture and fill the containers.

The most significant energy consumption difference between the pouch and the can is raw materials energy consumption.

D. Food

Unlike the liquid food market, which is concentrated in a single product (fruit-flavored drinks), the solid food market has many applications in stand-up pouches. Stand-up pouch consumption in food, segmented by end-use, is provided in Figure 73.



1. Retorted food

Retorted food in stand-up pouches is the market share leader in the food category. Sauces are one of the largest applications, especially in Japan. The United States is beginning to generate volume in the retort sauce category as well with Unilever's recent introduction of *Bertolli* spaghetti sauce in a stand-up retort pouch. Pre-cooked rice has added substantial volume in recent years on a global basis.

Sumitomo has a working relationship with machine maker Nishibe. The two companies have developed attachments to the Nishibe pouchmaking machines to fabricate *Poucher* pouches. Sumitomo feels that these pre-made pouches can be filled on most fillers with modest adjustments.

3. *CornerZip* pouch from Hosokawa

The *CornerZip* pouch is a relatively new doyen-style stand-up pouch design from Hosokawa that includes a zipper run diagonally across one corner of the pouch. The pouch also includes knobs on both sides of the pouch, just below the zipper, for easy opening. This design allows for easy pouring of the contents. The *CornerZip* pouch is pictured in Figure 11.

