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## DIGITAL PRINTED POUCHES... ARE THEY FOR YOUR BRAND?

Digitally printed pouches and films have evolved at a staggering pace in the past few years. More and more brands of all sizes are now seeing the benefit and overall cost savings associated with it.

Looking at your flexible packaging and building a new platform in which to bring to market is never an easy task and digitally printed pouches may be the way to go. Many people have said to us that the digital printed pouch option is just too expensive. That may have been true at one point, but not anymore!

There are many aspects that go into making the change to digital printed pouches and the benefits are worth the process. We've listed a few of the advantages of digital print pouches and films and how it can be a strategic part of your new packaging plan and why it makes sense.

- Digital Printing is ideal for all size orders, multiple SKUs, sequential numbered/traceable products, private label products, artisan/boutique brands, time to market critical items and new product launch and evaluation.
- There is no need for printing plates, instantly saving you an average of \$300-\$700/Color/SKU
- Digital printing eliminates the need for labels and the inventory and labor normally associated with them.
- Printing only requires a raw vector file and the artwork can be changed as needed
- Here at APC, we DO NOT charge for multiple SKUs that run at the same time. (No change fees)
- Multiple SKUs can be printed one after another with reduced set-up and run time saving material and money
- **Unlimited Flexibility:** Digital printing allows you to change your ingredients or graphics as often as you like.
  - Example: You place an order for 20,000 pouches of the same size/style pouches of 2 promotional SKUs on the first order. Both items are priced as one item. (Remember, there are no item fees or equal amount of SKU printing requirements) After you launch your product and then decide you'd like to make a change on the artwork, you only need to supply new vector artwork. The pouches can then be printed with the new information without an added cost. No changeover fees and no plate charges. This also is a perfect solution for sending products to retailers for testing. Especially those larger outlets that have certain print requirements and UPC codes. Simple fix... Go Digital! Once the item has proven its place on the shelf and with the consumer, we can take the larger run items to a flexo if it makes sense on cost savings. This is when we help you balance the cost savings against the cost of new plates should you need to change them down the road.

- **Promotional or seasonal:** When you or your customer need to change with the seasons or competition, digital printing makes this the perfect opportunity to stay on top of the market and test the success of a new flavor or package size.
  - Example: X-Brand brings a new exciting flavor to market and you hand pick targeted locations to test market in. You go with a digitally printed pouch and launch them into the marketplace. With feedback from the consumers and your team, you will be able to adjust the packaging, size and print as needed without the need to hold large amounts of inventory that you would normally have to incur with plain pouches, labels or flexo printed items. This relates to a cost savings to you and that's what it's all about folks!
- **Minimums with labels and printing plates:** There are normally higher minimums for running flexo or printed labels and if a SKU doesn't fair well or later requires an ingredients/graphics change; you're left sitting on valuable capital in the form of unused inventory and plates. Digitally printing your pouches eliminates that chokehold. We understand that your capital is better used elsewhere!
- **Speed to market:** Digital printing is not just for smaller run jobs (Normally 5,000-50,000 depending on the size and style of the pouch). When it comes to today's competitive market, customers want speed to market and digital printing greatly reduces that time. A normal flexo printed pouch would normally take an average of 4-8 weeks to reach your facility. Digital printed pouches can have a turn-around time as short as a few days to 2 weeks in most cases. This depends on the material, pouch style, pouch size and any other special requests. Even with that being said, the turnaround time is greatly reduced, increasing the speed to market for the brand.
- **Incredible graphics!!** Digital printing can produce amazing graphics and rivals roto printing and flexo but is normally more cost effective for shorter runs, depending in the size of the pouch, number of SKUs, the need to change graphics/ingredients and the finished pouch style.
- Digital pouches can be reverse printed, just like flexo and rotogravure to ensure the ink is under the top laminate or surface printed for less structured products.

Wow, that's a lot to digest and here at American Pouch Converters Inc, we understand you may not want to incur the headache of changing over to a digitally printed pouch. It's much easier than you think and if you're already a printed pouch or label user, then you're already most of the way there.

How do we start? It's very easy and we're here to help. You know your costs on your products, labor, plates, labels, stock items and everything else associated with what's in your final product. With a little number crunching, you'll see that converting to digital makes financial sense. If you're only looking at the mere cost of the pouch and not the cost savings associated with the ease of using them, it's going to make the transition tough for you. Digital pouches should be looked at in the overall packaging picture and not on a purely "on paper" cost.

Digital printing will save you time and money if approached correctly. We're here to help and walk you through each step. It all starts with a simple call... Actually, you've already started if you're reading this.