

QUICK FLEXIBLE PACKAGING GUIDE

A PRACTICAL MANUAL ON THE IMPORTANCE,
MANUAL AND APPLICATION OF FLEXIBLE PACKAGING.



Quick Flexible Packaging Guide

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MANUAL AND APPLICATION OF FLEXIBLE PACKAGING.

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1. What is flexible packaging?

Flexible packaging is extremely flexible in format and has no defined shape so it can be easily changed. It is designed to pack anything: solids, liquids, gels, gases, fat or powders.

It can be found in many different shapes and forms such as tubes, sachets, pouches, wrappers, bags, twists, etc. The flexible packaging products are usually made of flexible or easy yielding materials. The most frequently used are plastic film, metallic foil, paper or paper-based material, regenerated cellulose film or a combination of these.

Flexible packaging gives packed products the necessary load-bearing capacity and protection, while also providing numerous sales, distribution, sustainable and marketing advantages and opportunities.

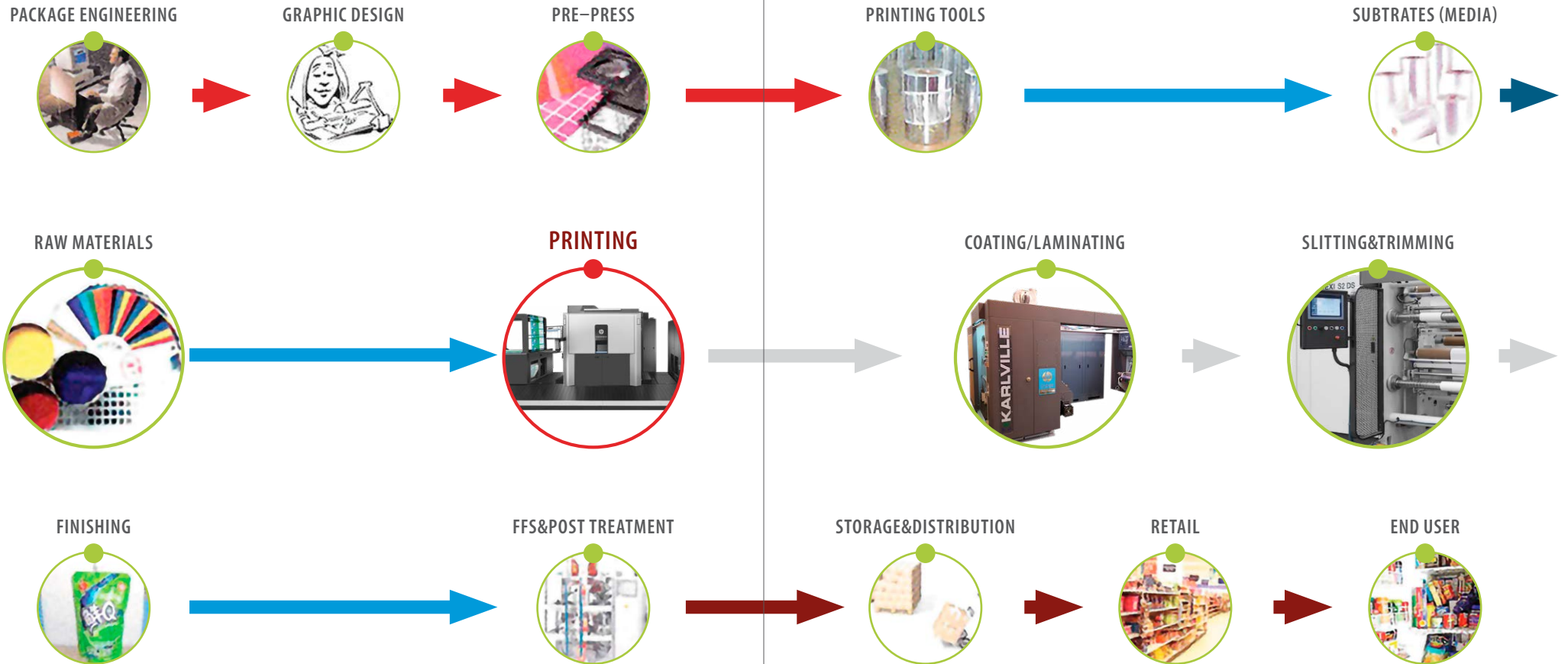


- + many flexible packaging applications (bags, sacks, sachets, pouches, wrappers, etc.);
- + variety of re-closure and dispensing options;
- + light-weight and easy to open, carry, store, and reseal;
- + indicates and maintain freshness;
- + extending the shelf life of many products, especially food.

Flexible packaging is used for varied markets and products such as:

food, beverages, personal care, health and beauty, home and garden, animal care, leisure as well as the industrial, agricultural, automotive, horticultural and medical sector.

PACKAGE LIFE CYCLE – HOW FLEXIBLE PACKAGING IS MADE?



PRODUCTION PROCESS:

The steps and elements in flexible packaging creation:

SUBSTRATES (media) – the converter order or produces the media (film, foil, paper, combination) according to the package specifications.

OTHER PRINTING MATERIALS – all materials involved in the package productions that are not substrates (i.e., ink, adhesive, lacquer, other coatings, other printing aids).

PRINTING – applying the ink on the substrate, according to the image/design.

LAMINATING – adding more substrate layers to get better package properties, ink protection, etc.

SLITTING AND TRIMMING – of packaging material (foil) according to the specification and requirements of the customers.





2. How to choose the right printing technology?

Since now, two main printing technologies have been used for flexible packaging, flexo and gravure printing. Both of these printing technologies use rotary printing press and involve the image to be printed on an “image carrier”. The new digital printing technology, which we use in LabelProfi, offers an alternative printing technology without the need for plates or cylinders.

Here are some main differences between these three printing technologies which are good to be known before we decide which one, we need and are going to use for our products.

DIGITAL FLEXIBLE PACKAGING PRINTING

Digital printing has many advantages compared to the old-school, analogue printing processes. A major reason for this is that digital printing devices do not rely on printing plates to transfer images onto a given media substrate. Rather, digital printing presses can directly print the image onto the substrate. The fact that you do not need printing plates results in quicker turnaround times, ability to print variable data (counting, codes, QR codes, etc.) or customized packaging products and no additional set-up time is required to produce multiple versions of artwork. In addition, you do not have fixed costs before you start printing, which makes it beneficial for small runs. The printing flexibility and superior quality is offered by this form of printing.

We use digital flexible packaging printing in cases, where the following is required:

- + cost-effective solutions;
- + faster job turnarounds;
- + printing many versioning and variable data;
- + just-in-time and on-demand printing;
- + small run lengths;
- + personalization;
- + sustainability and recyclability.

FLEXOGRAPHIC PRINTING

With flexographic printing, the image to be printed is rested on a rubber-based printing plate (cliché) which is positioned around web press cylinders that rotate. The plate is inked, with the inked image being moved to the printing surface afterwards. Flexographic printing works effectively on a variety of absorbent and non-absorbent materials, including metals, cellophane, paper and plastics.

Flexo printing is a great choice if you require a higher volume order with high-quality results. Due to the production of printing plates (clichés), flexo printing, compared to digital printing, has very high initial costs and longer preparation of printing machines.

Flexographic flexible packaging printing is used in cases, where the following is required:

- + large-scale production of one product type;
- + special color models (PANTONE).

GRAVURE PRINTING

Gravure printing is a process where the desired image is engraved into a cylinder designed for printing. The printing cylinder is inked, and the ink is moved onto the paper medium. This process is used in high-volume web fed printing products such as magazines, newspapers, brochures, packaging and in other products.

Gravure printing is used in cases, where the following is required:

- + large-scale production of one product type;
- + high printing quality.


COMPARING PRINTING TECHNOLOGIES FOR FLEXIBLE PACKAGING

Flexo	Gravure	HP Indigo Digital
Printing tool – plate <ul style="list-style-type: none"> • Medium cost. • Time consuming. • Plate production (up to 3 days). 	Printing tool – cylinder <ul style="list-style-type: none"> • High cost. • Time consuming. • Cylinder production (up to 7 days). 	NO printing tools <ul style="list-style-type: none"> • Low cost. • Short time.
Low cost inks.	Low cost inks.	Higher cost inks.
Setup: Long make ready (15 min per station) and machine setup process (-1.5 hr).	Setup: Long make ready (25 min per station) and machine setup process (-2.5 hr).	Setup: Short make ready and setup process.
Up to 700 m waste.	Up to 1.500 m waste.	Almost NO waste.
Medium to high printing quality.	High printing quality.	High printing quality.
Beneficial for medium to long printing runs.	Highly beneficial for long printing runs.	Highly beneficial to short and medium runs.
Using solvents, mostly Et-Ac. Alcohols.	Using solvents, mostly Et-Ac. Alcohols.	Using NO mineral oil or solvents.

Each of the printing technologies has its limitations.

LabelProfi
*offers you the best
of the digital*

*flexible
packaging
printing.*



3. LabelProfi's technological equipment

HP INDIGO DIGITAL PRINTING TECHNOLOGY

Free of solvents and toxic chemicals. With a minimal environmental footprint. Short time and cost-effective printing. On-demand printing.

HP Indigo digital printing technology is considered one of the most sustainable, currently available on the market. It is a completely closed system of ink in cartridges, which do not require the addition of hazardous chemicals or solvents (Voc free), thus reducing the potential risk to the environment.

Because digital printing does not require clichés, it significantly shortens the time and cost of producing the press itself, while saving energy and preserving valuable natural resources.

With "on-demand" printing, we print only what is ordered. Such production process greatly rationalizes the use of printed material and minimizes its waste.

HP Indigo colors are simply discolored in the packaging recycling process, meeting the stringent requirements of the Environmental Restriction of Hazardous Substances (ROHS) standard. These colors are also biodegradable and can be used for compostable films.

With our HP Indigo digital printing technology, we can:

- + print on both sides and on different materials (paper, PET, BOPP, LDPE...);
- + adjust the print format to meet the technical requirements of the packaging system;
- + print various variable data (numbering, bar or QR codes, etc.) and personalized content directly, without additional preparation and adjustments of technology;
- + ensure high quality prints with a wide color gamut (recommended by leading brands as this technology reaches 97% of the Pantone color spectrum);
- + offer an economically effective, cliché-free printing solution for low and medium print runs;
- + ensure sustainable and environmentally friendly printing (almost no waste material, no solvents and added chemicals, no need for cliché recycling).

Technical specifications:

- + possibility of printing different polymer films and lamination (up to 300 µm);
- + printing on materials from 12 to 350 mµ;
- + HP IndiChrome Plus 7-color printing.



PACK-READY LAMINATION

Pack-ready lamination enables the production of high-quality packaging that can be placed on market very quickly. The lamination process itself does not require the usual polymerization of the adhesive and hardener (usually takes 7-14 days), it does not use solvents, adhesives, polyurethane or ethyl acetate, only pure EVA material. Because EVA resin is contained directly in the material, the weight and thickness of the material remain constant (10µ), even after the lamination process.

In the lamination process heat and pressure combine the two materials together (amorphous/crystalline).

Pack-ready technology enables fast print, on-demand packaging solutions and fast on market delivery.

- + The Karlville Pack Ready laminator has a low environmental impact.
- + Working without chemical reactions.
- + No matter and particle migration.
- + Top quality for the protection of food products.

Technical characteristics:

- + the possibility of using different polymer films and lamination;
- + Suitable for high quality and high-performance packaging, such as retort.

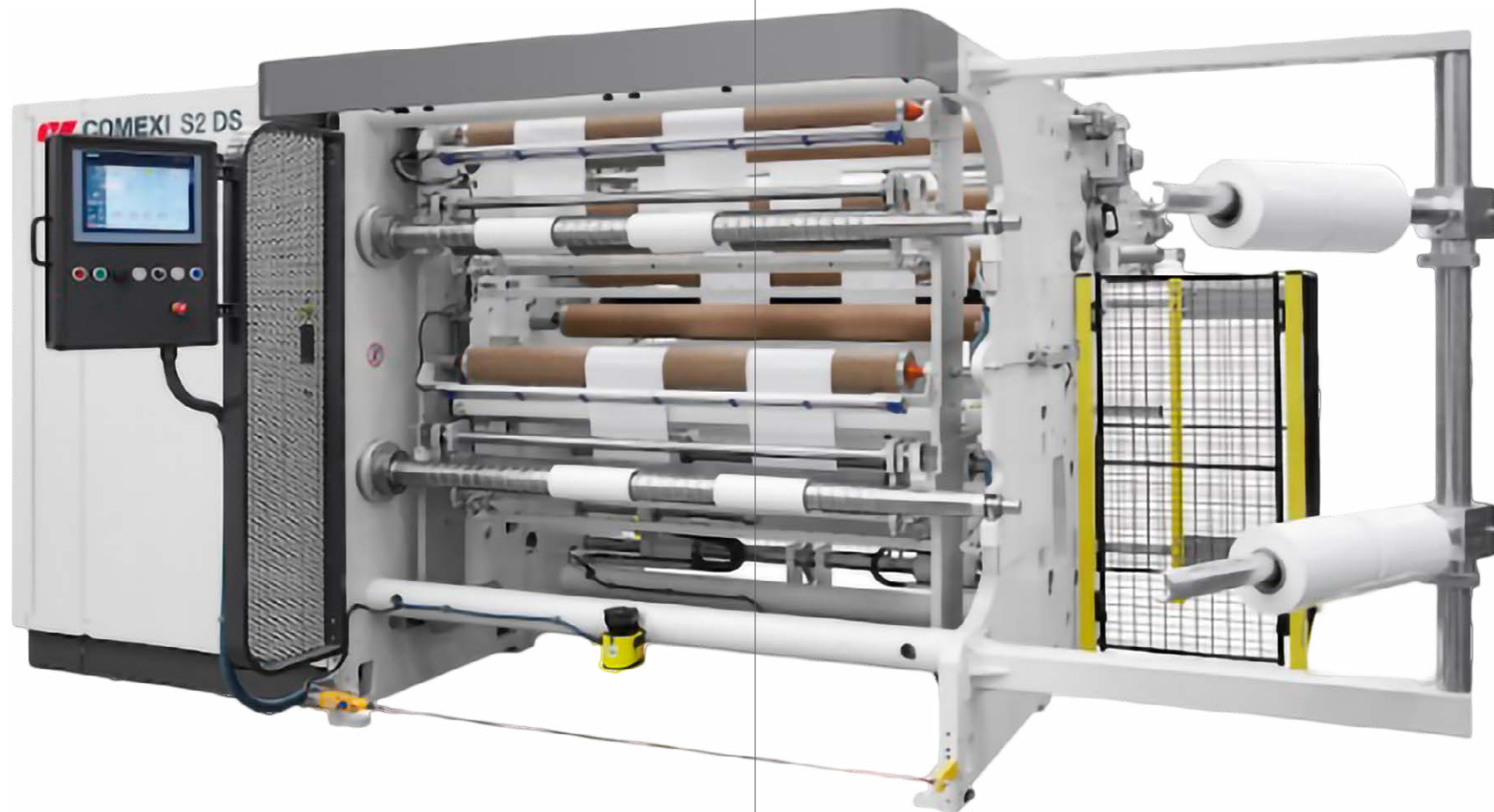


CUTTING

To produce high-quality products of flexible packaging we use cutting edge technology. It is a versatile machine that can cut out a wide variety of applications or packaging products.

Technical characteristics:

- + max. speed 500 m/min;
- + the possibility of using different polymer films and lamination.



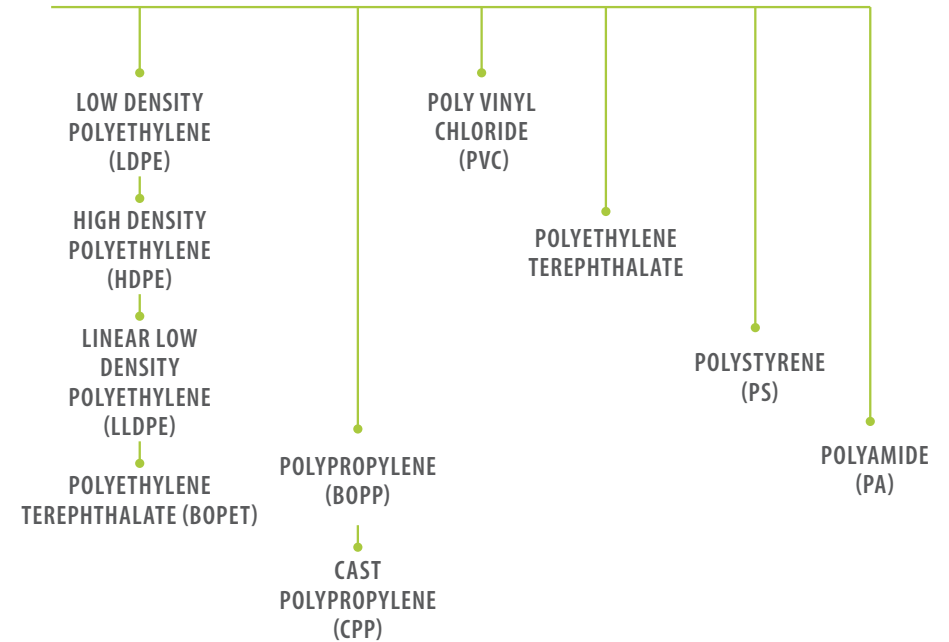
4. How to choose the right material?

Flexible packaging uses quite a wide range of materials that include polymer films, paper, metallic foil, cellulosic and bioplastic films.

Many factors influence the selection of the materials (substrates) that best suit the product to be packed such as layer role in the package construction, mechanical strength, barrier, printing, heat resistance, sealing parameters, visual appearance, recyclability, cost etc.

Here are described some main characteristic of the most frequently used materials in flexible packaging production.

PLASTICS (POLYMER) FILM FOR FLEXIBLE PACKAGING



THE FOLLOWING POLYMER FILMS ARE MOST COMMONLY USED IN THE MANUFACTURE OF FLEXIBLE PACKAGING IN OUR COMPANY:

+ LDPE (Polyethylene)

BOPE films offer high stiffness, excellent tensile strength and puncture resistance, excellent heat-seal strength, high gloss and transparency and good moisture barrier. These films are easy to produce with low cost. We can find BOPE films in applications such as shopping bags, for perishable goods like packages of food items, pharmaceuticals, liquids, spices, pesticides, industry goods, cosmetics, laundry detergents etc.

+ BOPET (Biaxially- oriented polyethylene terephthalate)

The BOPET films offer superior stiffness, chemical inertness, good oxygen - barrier properties, high tensile strength and high heat-resistance. They are popular surface films in laminations and are used to protect food against oxidation and aroma loss in products such as coffee packaging and pouches for convenience food. White POPET is used as lidding material for dairy products such as yogurt while clear POPET dominate as lidding material for fresh or frozen ready meals.

+ BOPP (Biaxially-oriented polypropylene)

BOPP films are easy to produce with low costs. They have good chemical compatibility and offer superior moisture vapor barrier properties. They are often metalized for better barrier performance and as such are suitable for hot filling. BOPP films are used for clear wraps and most snack food, for food pouches and (gusseted) bags, dairy products and confectionery, for personal care and hygiene products, pesticides.

+ BOPA (Biaxially- oriented polyamide)

BOPA film is highly transparent and has exceptional toughness and puncture-resistance. It performs good oxygen, chemicals and aroma substances barrier. It is used for packaging of perishable food, for food sensitive to oxygen and for distilled goods packaging, agricultural products packaging or medical products.

+ (Kraft) paper

Kraft Paper has high tensile strength and elasticity, good tear resistance and is designed for packaging products with high demand for strength and durability. It is used for products like single multiwall paper bags and sacks (for cement, food, chemicals, consumer goods, flour bags etc.), sale bags for bakery products, wrapping.

+ Aluminum foil and metalized substrates

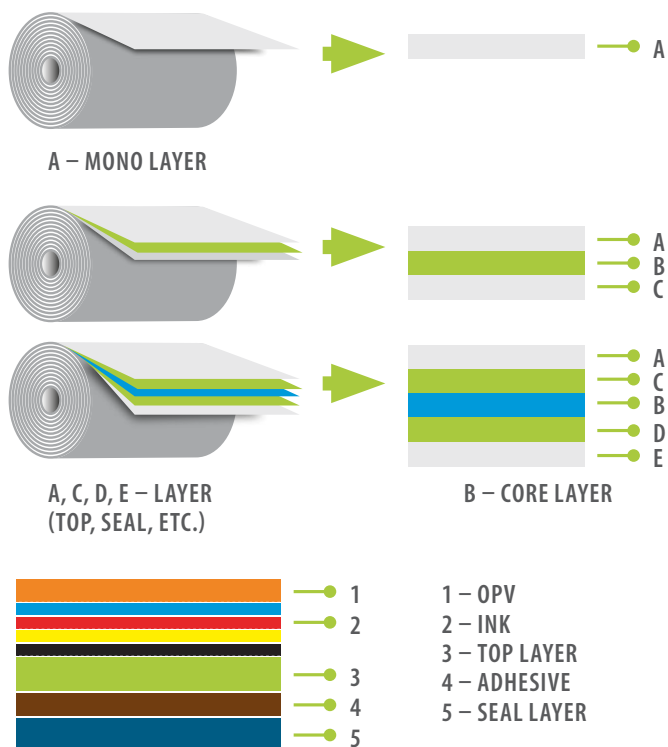
Aluminum foil has the best dead fold properties. It provides an excellent 100% barrier to all gases, moisture and light. It is a good reflector of radiant heat, usually supported with plastic and/or paper (in multi-layer structure) because it cracks when folded. Alone does not provide an acceptable aroma or odour barrier. It is mainly used for tamper-proof lidding for yogurts, flavored drinks, cosmetics, food stuff, beverages and powders, for confectionery and ready meals, soups and sauces, preserved and liquid foods, pharmaceuticals.

+ Cellulosic and bioplastic film

Some flexible packaging is made from a single layer material while, in other cases, multi-layer materials are required to provide the appropriate barrier and protection. Each layer performs a different function in protecting and preserving like: product protection, contamination prevention, extended freshness, puncture, burst and tear resistance, seal and tensile strength.

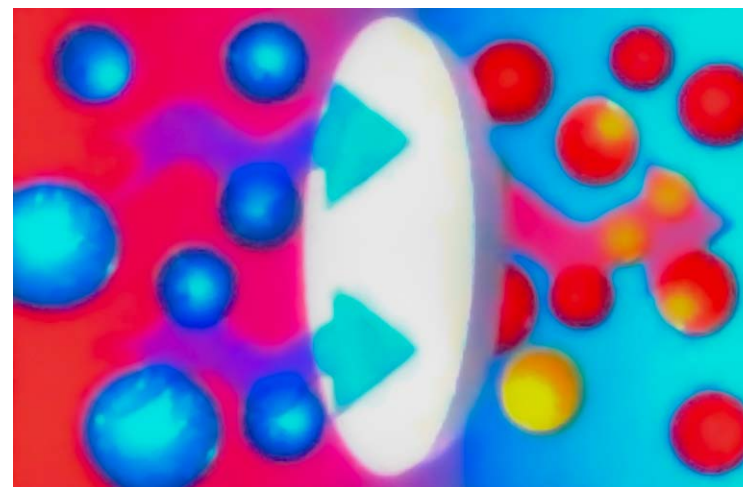
SINGLE AND MULTI-LAYER MATERIALS

Some flexible packaging is made from a single layer material while, in other cases, multi-layer materials are required to provide the appropriate barrier and protection. Each layer performs a different function in protecting and preserving like: product protection, contamination prevention, extended freshness, puncture, burst and tear resistance, seal and tensile strength.



BARRIER PROPERTIES

The materials used for flexible packaging may require protection of the product inside the packs, such as moisture, oils or greases, chemicals, detergents, etc. or to protect the product from external influences, such as atmospheric impurities, light, UV rays, gas, oxygen, moisture, puncturing or tearing. It is important that the elements are not able to migrate into or out of the package.



5. Types of flexible packaging



FLEXIBLE POLYMER FILMS IN ROLLS

Flexible film has the ability to be customized, based on the specific needs of a particular product and at the same time responds to current sales and marketing trends. This solution gives you the opportunity to tailor your packaging with shape, size or visual needs according to your unique specifics and market objectives.

The films can be made of various polymeric materials which all have specific characteristics. With a wide range of special features, we can provide high protection and a longer shelf life of products and produce packaging that is unique, flexible, economical, easy to use and visually attractive.

POUCHES

Flexible pouch packaging is customizable so you can transform it into any size and shape. They are used in a wide range of applications: 3-side-seal pouches, gusseted bags, stand-up pouches, spouted pouches, zipper pouches, vacuum bags, sterilization pouches, retort pouches, micro-waivable pouches.

They require very little material and are unbreakable. These bags are easy for transport, material savings, and have the possibility of repeated use, perfect food storage and a large area for printing (branding).

Common applications include packaging of food products, confectionery products, biscuits, coffee, powdered milk, snacks, etc.

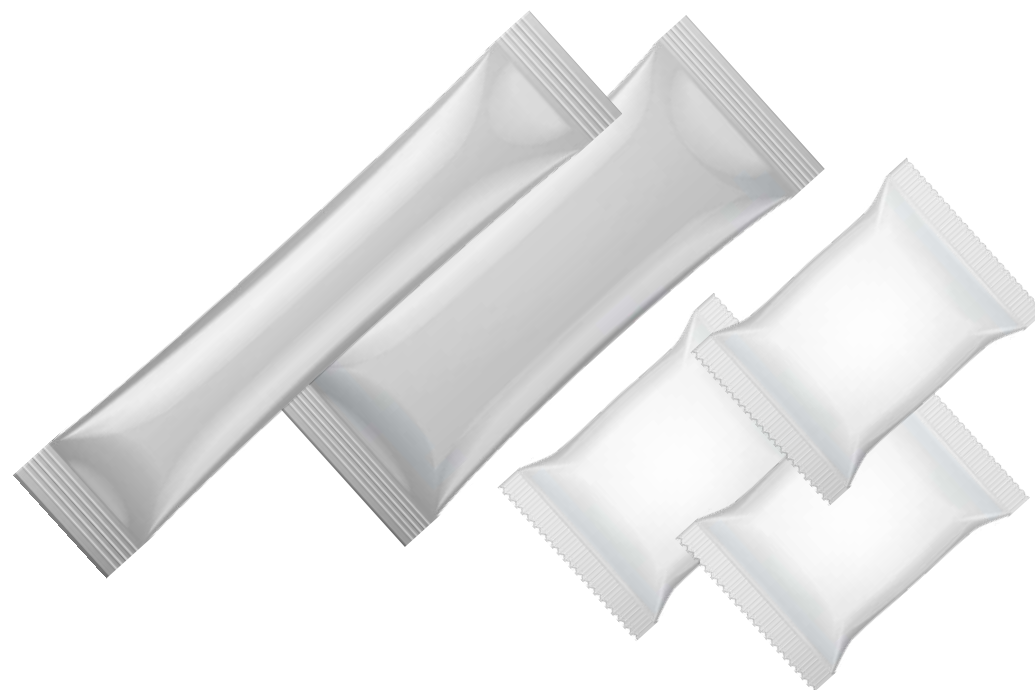
The stand-up pouch has become the dominant packaging style in the flexible market.



SACHETS

A sachet could also be called a small pouch, except that in a sachet, only a single (piece) product is usually packed and the content is closed by sealing (welding) on all (four) sides. Most often it is made of laminated paper and aluminum and/or PET film. With a fully pressable surface, it offers a great opportunity for branding and marketing.

Applications that come in various sizes and shapes can be packed with an extremely wide range of products: powders, soaps, shampoos, coffee sugar, tablets, liquids, etc.



WRAPPERS AND WRAPPING

Wrapping is a packaging process whereby product is wrapped in clear or printed film. With the wrapping process, we get the tightly fitted flexible package which is in many cases completely over wrapped in paper, foil or film. A fully wrapped product with completely printable surface offers a great opportunity to brand and expose the product's visibility and identity to the customer. The wrapping process is used to pack cookies, chocolate bars, confections and vegetables, soap bars, coffee pods, medical items, etc.



TWIST WRAPPING

is most commonly made from cellophane. This type of flexible packaging is suitable to wrap and twist shapes that are square, oblong, cubed, and elongated in shape such as toffees, chocolate balls, and other types of candy products and confectionary items.





6. Flexible marketing solutions

Are you trying to effectively attract your (potential) customers? Personalized products have been shown to connect the customer to the product at a much deeper emotional level than 'non-personal' products. This is why product and service providers strive to find innovative approaches to create successful stories (such as the "Share a Coke" campaign) for their customers to identify with their brands.

But innovative and effective personalized marketing campaigns are only feasible with the technical support of state-of-the-art digital, graphic and printing technology.



With the latest digital printing technology for flexible packaging, we equip you to create innovative packaging that will enhance your brand's reputation and visibility.

Faster. Personalized. Small quantities.
Numerous applications and shapes.
Environmentally friendly. Cost-effective solutions.
Expert support. Comprehensive service.

- + numerous innovative and customized product and market applications: bags, pouches, sachets, packaging, ...;
- + short delivery times;
- + cost-effective solutions;
- + ideal for small to medium runs;
- + sustainable;
- + extremely small percentage of waste material;
- + high percentage of possible recycling;
- + without solvent.

Products that our technology can provide:

- + personalized packaging to promote brands and products;
- + packaging for energy bars (bar);
- + different pouches and sachets with or without zip;
- + sticks packing (for honey, oil, vinegar, mayonnaise, etc.);
- + packaging solutions suitable for retort packaging;
- + packaging for coffee, spices and other foods;
- + compostable packaging (decomposed by bacteria up to 80% within 90 days);
- + 100% recyclable packaging by "Renewing" processes,
- + LDPE, BOPP, BOPET.

“SHARE A COKE” – THE POSITIVE EFFECTS OF PERSONALIZED MARKETING CAMPAIGNS

Coca Cola’s “Share a Coke” personalized marketing campaign began in 2011 in Australia, where Coca-Cola wanted to increase revenue among the younger millennial generation and emotionally connect it with the product. With a personalized marketing tactic to equip Coca-Cola bottles and cans with Australia’s 150 most common personal names, under the slogan: ‘Share a Coke’, the campaign has successfully created an emotional connection for consumers, resulting in increased sales, identifying the drink with the social status of young people and extending the campaign to as many as 70 countries. People did not gift Coca-Cola to promote the product, but rather “through” the product, they shared their personal stories, emotions and special moments.

QUICK FLEXIBLE

Coca-Cola

Share a
Coke with...



7. Sustainable and eco-friendly packaging

Environmental responsibility is one of our core business commitments. In our company we strive to follow production standards that conserve natural resources, leave a minimal environmental footprint, reduce waste materials, and promote a responsible and friendly attitude towards nature. We are committed to ensuring that our sustainable focus and responsibility are embedded in all spheres of our operations: from production, awareness of our employees, to sales, marketing, as well as to our entire customer service.

The latest digital technology we use for flexible packaging production does not require environmentally hazardous solvents, adhesives, polyurethane or ethyl acetate.

For digital packaging printing we use nature-friendly HP Indigo colors which are easy to decompose, are biodegradable and therefore suitable for printing also compostable films. This complies with the stringent requirements of the Environmental Restriction of Hazardous Substances (ROHS) standard. Sustainable technology also enables us to have a high degree of rationalization of the use of packaging materials, thus creating a minimum or practically zero waste.



Our goal and our concern are fully focused on the production of high quality products that are both nature and user friendly.



8. Quality control

Quality control is an important part of the business process here at LabelProfi. Apart from flexibility and good prices, our customers expect high quality flexible packaging production, as well.

Quality control is, therefore, conducted in all phases of the manufacturing process, from start to finish:

- + prepress (files and technical parameters suitability);
- + substrate preparation (suitability of substrates and other materials for the chosen printing technology);
- + printing (matching of the data from previous phases and color matching);
- + converting (lamination and cutting) - control of the conformity of the data from the previous stages and review of the adequacy of the materials used;
- + finishing (continuation of control from previous phases, tools and other materials check);
- + shipping (general/final quality control, visual adequacy, quantity check, etc.).

We aspire to excellence in all our operations, starting with the quality of our products and their adherence to strict certificates and standards.



9. What to keep in mind while ordering flexible packaging?

In principal, the cost of a packaging (unit price) is lower, if you order larger quantities. However, before deciding on the ordered quantity, you should also take into account, that due to potential design or data changes in the future your flexible packaging could become obsolete, i.e. useless. In that case, packaging production could cost you less, if you initially ordered a smaller quantity. It is only prudent to order large quantities, if you are absolutely sure you'll use them in the foreseeable future. Keep in mind, that using the benefits of high quality digital flexible packaging printing almost certainly enables you to lower the total packaging production cost, even in case of small runs and/or multiple variations of the same packaging type.

ORDER OPTIMIZATION EXAMPLE

Your company needs packaging for 5 types off ice-cream. All flexible packaging are the same size, however, they differ in design. You need the following quantities:

I need the following quantities:

Caramel	10.000 pcs
Vanilla	10.000 pcs
Mango	5.000 pcs
Chocolate	10.000 pcs
Kiwi - banana	2.500 pcs
Pistachio	2.500 pcs

The packaging production company sent you a gradual price list, where the price is set according to the ordered quantity:

2.500 pcs	0,35 €/pcs
5.000 pcs	0,25 €/pcs
10.000 pcs	0,18 €/pcs
20.000 pcs	0,14 €/pcs
40.000 pcs	0,11 €/pcs

If you were to order your packaging at a company that uses conventional printing technology (meaning that each packaging type had to be printed separately due to different design), the total cost of your order would amount to 8.400,00 EUR. You'll arrive to the same conclusion by simply multiplying the quantities with the corresponding prices (here, we have not considered also the additional cost of the clichés that the conventional printing technology urgently needs to print the packaging!). However, in cases where packaging types only differ in design, digital printing technology allows for quantitative pooling. If we add the desired quantities together (the sum of all variations equals 40.000 pieces of packaging) and multiply them with the corresponding price from the list, the total cost amounts are only 4.400,00 EUR, saving you almost half of the previous flexible packaging production cost.

This simple example shows just how cost-effective quantitative pooling of same size packaging can be and how it can considerably cut your packaging expenses. In our day-to-day practice we also encounter examples of companies with different product lines, who order multiple types of packaging that only slightly differ in size. If they were to unify them, thus increasing the number of packaging per order, it would save them a lot of money.

10. Technical assistance and expert counselling

On a daily basis, our customers turn to us with questions, regarding the flexible packaging production processes. We are doing our best to offer as much useful information as possible on our web page, however, sometimes it is easier to simply have a conversation with one of our experts. For expert advice and technical support, you can reach us via phone or e-mail. Our certified re-sellers will be happy to answer some of the questions you may have.

If we're not able to fix the problem via phone or e-mail, we are always happy to visit you at your headquarters. However, it is useful in such cases to supply us with as much information as you can regarding the specifics of your problem beforehand.

Our technical assistance services include expert counselling on various issues:

- + planning and design of the packaging to meet the requirements of your product;
- + choice of substrates, laminate or appropriate layer compositions depending on the selected packaging machine;
- + means of protection of the product against various external factors (environmental conditions, e.g.);
- + preferable production technology according to estimated quantities and variations of the flexible packaging;
- + production technology according to welding/sealing method and type of closing.

Expert advice and technical assistance
regarding the flexible packaging production process is only a part of our comprehensive customer support services, which include all processes, linked to label and flexible packaging supply for your business.



11. Certificates and standards of quality

LabelProfi is known for maintaining high standards throughout its production processes, for which we have acquired various certificates of quality.

We are very careful about dealing with waste and consumable materials, hence keeping the carbon footprint of our products as low as possible. We have confirmed our internal system organization, consistent systematization, responsibility to the environment and traceability in all phases of business processes by receiving **ISO 9001** and **ISO 14001** quality certificates, to which we are very proud of.



In the beginning of 2020, our company acquired another very important **BRC Packaging technical standard, version 6, with the highest A grade for digital printing, lacquering, laminating, hot-foil printing, screen printing, embossing and slitting of paper and plastics for self-adhesive labels on rolls for secondary and technical application; digital printing, thermal laminating and slitting of flexible packaging laminates and films for food contact.**



The company respects and meets all the requirements of the BRC Packaging standard and **is committed to the highest quality and safety of our products.**

With the new version 6, the BRC Packaging standard provides a solid framework that helps **produce safe packaging products and manages product quality so that packaging manufacturers meet customer requirements while maintaining product compliance and consumer safety.** The emphasis of the requirements of the standard is on the commitment to management and the safety program based on risk analysis and the quality management support system. Finally, the standard promotes **greater transparency and traceability of the supply chain in the food industry.**

The BRC Packaging v6 certification is recognized by many brand owners, retailers, and food manufacturers who **evaluate the performance of their suppliers.**

Forests are the lungs of our planet - LabelProfi obtained the FSC® Chain of Custody (FSC® CoC) certificate



At LabelProfi we are aware that only by working together for sustainable forest management, we will be able to maintain forest biotic balance and leave it to future generations. When we have obtained the FSC® certificate, we showed our commitment to nature and forests, which we are very proud of.

LabelProfi obtained the FSC® Chain of Custody (FSC® CoC) certificate for the production of adhesive labels, certified Mix and FSC® Recycled.

A conscious buyer wants to buy a product with enough evidence (FSC® certification) that the basic material (wood, wood product, paper or paper product) was obtained in a sustainable and responsible way.

FSC® is an independent, non-profit, non-governmental organization that established the first forest management system, namely confirmed the traceability of certified wood or products FSC® - CoC (trust chain).

We have placed special emphasis on sustainability, environmental and health standards, using certified **(FDA Foods Standards, ROHS, REACH) 100 % eco-friendly inks.**



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