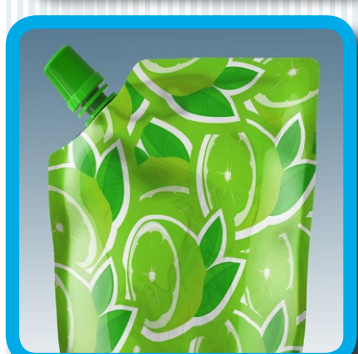


# Pouches bring many advantages to beverage manufacturers

## Flexible design

Pouches can be formed to the manufacturers' unique needs.



## Product protection

Material enhancements allow for more freshness, longer shelf life, and less food spoilage.

## Vertical canvas

Large, flat structure provides a billboard for owners on shelves and end-caps.

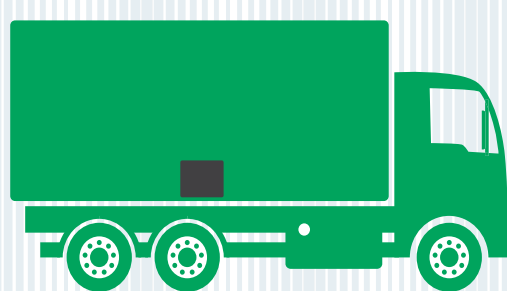
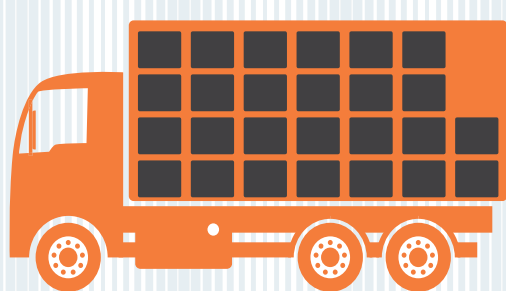
## Cost benefits

Empty pouches are lighter and less bulky to transport.



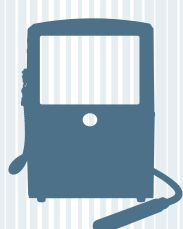
\*www.globalprocessingmag.com, April 28, 2015

# 26:1



Ratio in truckloads needed to transport unfilled **glass** vs. **pouches**.

## Select the right printing and marking equipment for applying the right codes



### Continuous Inkjet (CIJ) and Traversing CIJ

A versatile coding solution, CIJ employs fluids for non-contact printing of up to five lines of text, as well as linear and 2D bar codes. Can print on stationary packaging via traversing systems.

### Thermal Transfer Overprinter (TTO)

A digitally controlled printhead precisely melts ink from a ribbon directly onto flexible films to provide high-resolution, real time prints.

### Label Printer Applicator (LPA)

Prints and places labels on cases of various sizes for traceability throughout the supply chain.

### Large Character Marking (LCM)

Ink-based, non-contact printing of alphanumeric codes, logos and bar codes on cases.

Learn more about coding on beverage pouches

Visit [www.videojet.com/beverage](http://www.videojet.com/beverage)

800-843-3610

[info@videojet.com](mailto:info@videojet.com)

