



# Recyclable Packaging Solutions

## Frozen Food Industry



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[LAYFIELDPACKAGINGSOLUTIONS.COM](https://www.layfieldpackagingsolutions.com)

## High Growth Opportunity for Frozen Food Brands

The food industry is extremely competitive; a well-designed package plays an integral role in the marketing of your business and brand perception.

Over fifty percent of all purchases are based on emotion. When food packaging design is visually appealing, it creates a positive impact on sales. Great package design encourages consumers to reach for these products and brands instead of alternatives, demonstrating the powerful effect of packaging in a cluttered retail environment.

Food packaging must serve two critical functions. It must protect the product and provide essential labeling. Beyond these two basic functions, food packaging design must communicate your brand identity to consumers glancing at a shelf of options. You have a fleeting moment to capture their attention.

### Road to Recyclable Packaging

In response to the growing demand for sustainable product packaging, brand owners and package experts are using advanced technology to offer new ways to be green without sacrificing visual appeal and package functionality.

Today's consumers are making product choices with environmental sustainability in mind. This is even more prevalent with the millennial generation, as a survey by the Shelton Group showed that approximately 70% of millennials said a company's environmental focus impacts their purchasing decisions.

### Space-saving Freezer Bags

When space is limited, flexible frozen food bags are ideal. Help your customers maximize their retail space by placing their products in lightweight and flexible, lay flat and stand-up pouches. Provide a higher product to package ratio compared to other packaging formats.



## Convenience is King

Frozen food bags are a great packaging option for brands with frozen products such as vegetables, meats, prepared meals, and more, to meet the needs of consumers who are short on time but unwilling to sacrifice quality.

We produce a wide variety of custom frozen food, flexible packages that preserve your products and protect them from dehydration and oxidation, which can cause freezer burn.



The journey towards a circular economy for plastic packaging is challenging but society, Governments, and other organizations are taking action. U.S. and Canada Plastic Pacts have forward-thinking and ambitious goals to deliver by 2025:

- ✓ Define a list of plastic packaging to be designated as problematic or unnecessary and take measures to eliminate them
- ✓ Ensure that 100% of plastic packaging being designed is reusable, recyclable or compostable
- ✓ Guarantee that 50% of plastic packaging is effectively recycled or composted

• **66%**

of all respondents and 75% of millennial respondents say that they consider sustainability when they make a purchase.

*(source – McKinsey & Co.)*

• **72%**

of respondents reported that they were actively buying more environmentally friendly products than they did five years ago, while 81% said they expected to buy even more over the next five years.

*(source – Accenture)*

• **77%**

of respondents reported that they perceive plastics to be the least environmentally friendly packaging material.

*(source – Accenture)*

BE PREPARED FOR REGULATORY

## SUSTAINABLE PACKAGING REQUIREMENTS

BE FIRST TO MARKET WITH  
HOW2RECYCLE PREQUALIFIED BAGS



## Why Layfield Store Drop-off Recyclable Packaging ?



### Stunning Graphics

Attract customers and boost sales with extraordinary visual impact, and shelf appeal, with rotogravure printing and visual features



### Robust Stiffness

Maintain stability, extend shelf-life, and protect your products with our incredibly strong and durable films



### Various Formats

Assure product quality with our high-temperature resistant film that can be customized to any format



### Customer Experience

Combining high-performance barriers and convenience features will deliver world-class brand experiences to your customers

## How2Recycle® Label System

Layfield offers a diverse portfolio of sustainable packaging options. One of the solutions for recyclable packaging is making a switch to How2Recycle® pre-qualified bags.

Through our partnership with How2Recycle®, we've made communicating recyclability easy for your customers. Our recyclable packaging is pre-qualified to include a Store Drop-off label, suitable for the US market and clear instructions for recycling programs in Canada.

How2Recycle® is a standardized labelling system that clearly communicates recycling instructions to the public.

- ✓ How2Recycle® membership is required for your customers to use a How2Recycle label
- ✓ How2Recycle® label for your package may change due to product application, attachments, and other factors
- ✓ How2Recycle® does not own or operate the recycling stream

## How it Works

1



Package must be clean and dry.

2



Check for store drop-off locations.

3



Take bag to a Store Drop-off location.

4



Items are taken to a Materials Recovery Facility (MRF), where it is sorted and baled for recycling.

5



Material recovery facilities will recycle the bags.

# Packaging Formats

Flexible packaging is a type of packaging that can be adapted to fit the product it contains.

Common flexible packaging formats for frozen food include:



## Stand-up Pouch

Height: 80 - 635mm

Width: 80 - 650mm

Gusset depth: 30 - 200mm

- Stands up on shelf, a great brand billboard
- For products of all sizes that are dull, sharp, moisture containing, dry, and more
- Hermetically sealed
- Clear structures available, showing product inside



## Flat-Bottom Bags

Height: 170 - 600mm

Width: 80 - 420mm

Gusset depth: 50 - 150mm

- Stands up on shelf, a great brand billboard
- Clear structures available, showing product inside
- Bottom panel billboard is visible if package is laid down due to shelf-space restrictions
- Fills to 1lbs - 20lbs depending on product density



## Side-seal Bags

Height: 80 - 635mm

Width: 80 - 640mm

- Formed from sealing the edge perimeters
- Offer two fully printable panels.



## Pinch-Bottom Bags

Height: 370 - 1000mm

Width: 190 - 450mm

Gusset depth: 75 - 200mm

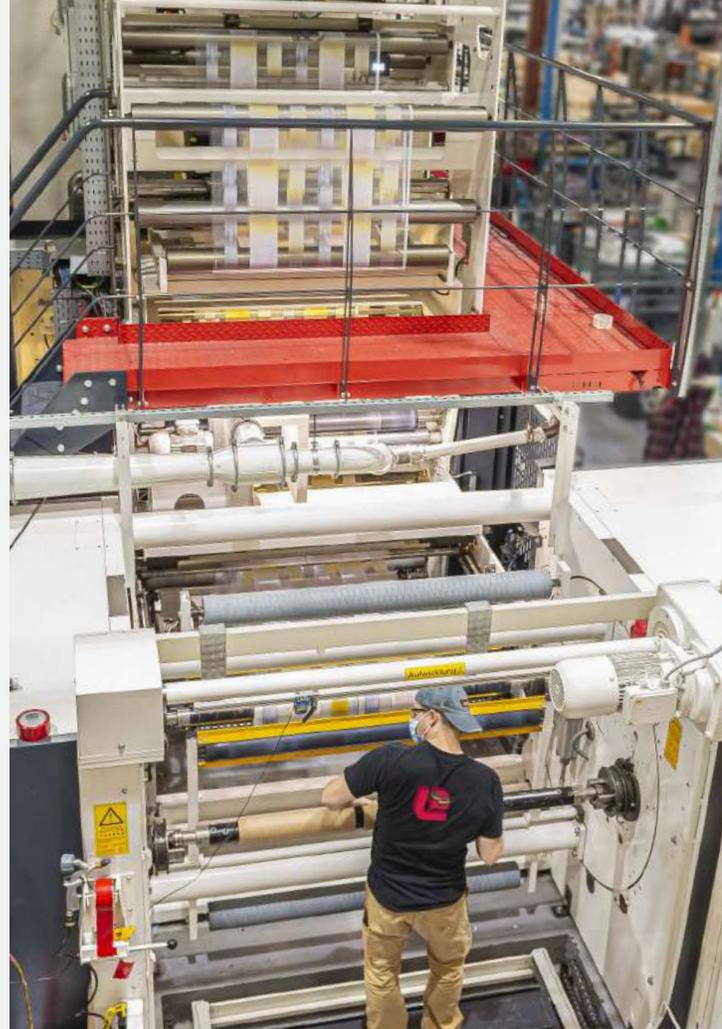
- Perfect for medium to large product, feature side gussets and are usually displayed lying flat
- Stacks well and provides optimal palletization.



## Roll Stock

Width: 600 -1320mm

- A popular packaging format where the film is printed, laminated, and wound on a cylindrical core
- It's widely used for both vertical form-fill-seal (VFFS) and horizontal form-fill-seal (HFFS) machines where the bags are shaped and formed in line.



## How can your package be the showstopper?

### Rotogravure

This high-definition technology is utilized to create some of the most captivating graphics in packaging, showcasing the high quality of your products.

- ✓ Sharp graphics
- ✓ Rich colors
- ✓ Full bleeds
- ✓ Smooth color transitions
- ✓ Clean lines
- ✓ 12 Colors

### Visual Effects

Adding visual effects to your packaging is an effective way to make it more appealing on the shelf. Some popular effects for flexible packaging include:

- ✓ Metallic finish for a shimmering opulent display
- ✓ Registered matte finish with spot gloss



# Convenience Features

## Choose Convenience

According to a Deloitte study, 45% of consumers chose a product primarily because it simplified food prep, and 35% purchased a product because the packaging was more convenient. Within the frozen foods segment, convenience features include zippers for reseal over multiple uses, tear notches for easy-open access, and microwave-in-bag options to cook the product without using a separate container.

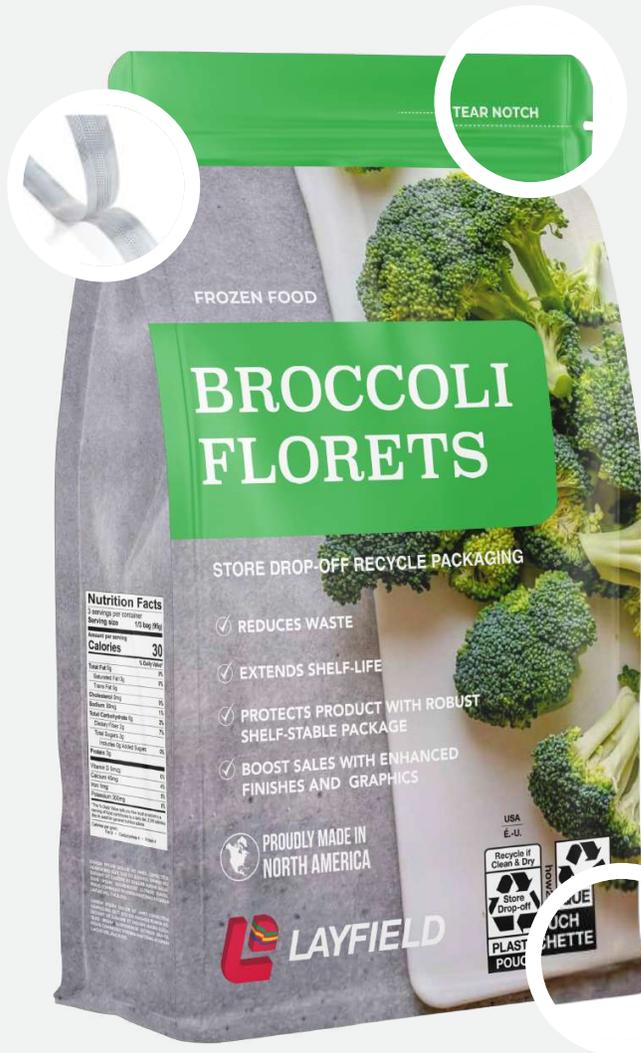
## Barriers

A variety of barrier and non-barrier films are available based on application need.

**EVOH Films** has excellent barrier properties for oxygen and other gases which makes the product particularly suited for frozen food packaging.

## Closing Features (resealable bags)

- Velcro
- Slider
- Press-to-close zippers



## “Easy-To-Open” Features

- Tear noches
- Laser perforation
- Directional tear strips

## Finishing Features

- Special formats and round corners
- Transparent window
- Carrying options and handles

# Capabilities

Layfield Flexible Packaging has been steadily increasing its production capacity. By utilizing new materials and innovative technologies, we have maintained our position as a leader in the packaging industry.

Our vast manufacturing solutions include:

- ✓ Prepress, Graphic Design and Marketing
- ✓ Film Extrusion
- ✓ Rotogravure Printing
- ✓ Multiple Converting Capabilities



## North American Manufacturing

Layfield is the only flexible packaging provider with a scalable hybrid and vertically integrated manufacturing strategy. With our state-of-the-art facility based on the West Coast, integrated with a robust international network, we offer custom packaging solutions that consistently provide industry-leading value through our quality, delivery, price, and innovation.

### How to Find the Right Partner for Packaging Development?

It's important to find the best packaging supplier who can provide you with a comprehensive range of quality packaging products. When looking for a supplier, it's vital to consider the selection of packaging materials, the quality of the products available, and the rigorous certified quality control systems.

### Packaging Experts at Your Service

Our vertically integrated production process streamlines our operations, offering the most efficient and effective package development and manufacturing partnership.

From product conceptualization to post-sales support, our world-class team of experts will support you throughout the entire development process, delivering the right package at the right time.

## Certifications

Our products are manufactured under a rigorous quality management and food safety program, certified by IFS PACsecure and ISO 9001.



### Layfield's Locations:

#### Canada

- Vancouver, BC
- Edmonton, AB
- Calgary, AB
- Toronto, ON

#### USA

- San Diego, CA
- Seattle, WA

# WeProtect

**Our People. Our Communities. Our Environment.**

Layfield Group has created the WeProtect program. We are working hard to create products and services we feel proud of; solutions we stand behind. We care for our employees, our communities, and making this world a better place.

Speak to a  
**LayfieldPackaging Expert**  
Today to Find Out More!



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