

FLYERLINE SWITZERLAND
EXPANDS ITS PACKAGING RANGE

SUSTAINABLE, LIGHTWEIGHT AND FULLY PRINTABLE FLEXIBLE PACKAGING FOR COMPANIES OF ALL SIZES



Altnau (6 January 2025) – Demand for sustainable and individual packaging solutions continues unabated and presents major challenges to consumers and manufacturers alike. To meet the market's growing needs, Flyerline Schweiz AG is expanding its product range to include flexible packages – a practical and sustainable solution for products in the food and non-food sectors. These packages can be customised with all-over printing and are impressively durable, fully recyclable, extremely versatile, and have an enormous promotional impact. Flyerline offers them in small to large print runs.

Flexible packages are gaining popularity

Flexible packages, also known as stand-up pouches or doypacks, offer a modern solution to meet present-day packaging requirements. Made of a monoplasic (polypropylene)

material, these pouches are fully recyclable, lightweight, and robust but still flexible. They save space, reduce storage- and transport-related costs, and reliably protect the contents from external influences. The areas of application run the gamut from food supplements, cosmetics, and coffee to technical products and accessories. These stand-up pouches are impressively functional, and all-over printing means that they give businesses nearly infinite ways to creatively present their brand.

“Flexible packages perfectly complement our existing range of solid cardboard packages. They’re much more than just a simple packaging solution – they combine sustainability with excellent marketing potential and meet the expectations of modern, innovative businesses from a wide range of industries,” explains Steffen Tomasi, CEO of Flyerline Schweiz AG.

Custom-printed stand-up pouches, even in small print runs

Flyerline's flexible packaging provides the right solution for businesses of all sizes and from any industry. The use of state-of-the-art machines means that these pouches can be produced in small print runs starting at just one copy or even large runs. This flexibility gives customers the option of optimising their order quantities to suit their needs. Flyerline's online shop lets customers choose between several different high-quality packaging films featuring special effects. With ten different sizes and various configuration options to choose from, the packages can be customised precisely to meet individual needs. The elegant matte finish and the wide range of uses make Flyerline's flexible packages an attractive yet functional packaging solution for businesses.

Customised design – flexibility through multiple variants in a single print run

Strong branding is crucial in today's competitive landscape. With Flyerline's stand-up pouches, businesses can have their customised design applied using an all-over printing technique to wow customers at points of sale.

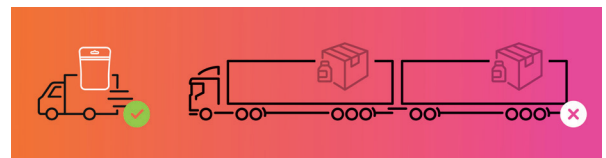
Thanks to the "Multiple variants in a single print run" option offered in Flyerline's online shop, they can order up to 25 different images for one package size. That means customers don't have to create individual order items but can specify the total print run for a size and then enter the specific print run for each of the variants. This function saves customers both time and money.



Focus on sustainability

Flyerline's flexible packages are made of monoplasic and fully recyclable. Thanks to their lightweight and compact design, doypacks take up significantly less space, reducing transportation volume and greatly minimizing resource consumption compared to rigid containers.

The reusable bags help cut down on waste and offer a needs-based solution with flexible order quantities. The stand-up pouches with a zipper can be reused in a variety of ways, including as freezer bags or waterproof wrappers, for example. The mono-material can be fully recycled after use, with the granulate obtained through the process being used to manufacture garden furniture, for example.



Flyerline sets standards in the packaging industry

Flyerline Schweiz AG once again puts its innovative strength on display by adding flexible packages to its product range. From now on, flexible packages can be ordered even in small print runs and with multiple variants in a single print run – an important step towards even more sustainable packaging solutions. This new product is now available in Flyerline's online shop.

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