

Billboard™ Stand-Up Pouches

Drive Your Retail Success with Eye-Popping
Stand-Up Pouches from Berry Plastics



Stand Out in the Crowd!

Billboard stand-up pouches provide maximum visibility on the shelf or in the freezer case for your branding message.

BERRY
PLASTICS CORPORATION
AND SUBSIDIARIES
LEADERSHIP BY DESIGN

Billboard™ from Berry Plastics



Stand-up positioning and crisp graphics showcase your product's brand, with convenience features your customers desire. *Billboard* is a flexible alternative to other forms of packaging such as folding cartons, rigid plastic and multiwall bags. *Billboard* is the perfect solution for ready-to-eat or frozen foods, liquids, dry or instant food, household products, pet care and many more.

Let Berry Plastics Create A Stand-Up Solution for Your Brand!

- **Convenience** – *Billboard* maximizes brand preference by meeting consumer demand for easily handled light-weight packaging with easy opening and resealing.
- **Process Efficiency** – *Billboard* is pre-made and ready-to-fill using your existing packaging lines at optimal settings. Pre-printed customized rollstock for industry-leading form, fill and seal operations.
- **Opening Features** – Laser perforation provides easy opening. Choose from air-tight zipper or slider reclosure systems to keep the contents fresh while allowing for easy opening, pouring, and reliable air-tight pantry storage. Integrated carrying handles also available.
- **High-Impact Graphics** – Enhanced, high-gloss printing delivers the buying message up front and personal. And Berry Plastics' proprietary direct-to-sealant printing process provides the most branding message space.
- **Other formats** – Side seal and side gusseted pouch formats also available.

A World of Film Technology Resources Focused on Your Needs

Let Berry Plastics engineer a high quality, high performance stand-up packaging solution for your specific application from our broad range of hybrid and coextruded barrier, non-barrier, sealant and other film types. Berry Plastics' films and laminated structures are designed to meet your most challenging requirements for stiffness, puncture resistance, moisture barrier, oxygen barrier, temperature stability, sustainability initiatives and other criteria.

Production Capabilities – Multiple state-of-the-art production facilities across North America which feature 10-color flexographic printing, adhesive laminations and a variety of converting resources. Our fully-integrated Global Graphics Center and pre-press facility is ready to work with you to create a new look for maximum shelf-appeal – while optimizing quality, lead times and cost.

Quality Assured – Our ISO- and AIB-certified integrated manufacturing centers assure quick response and flexibility to deliver the tailored size, structure and format to meet your unique needs.

