



Dow Packaging & Specialty Plastics

PouchHug™

Innovative Sensory Packaging for an Enhanced Consumer Experience

PouchHug™, Dow's novel sensory packaging technology, is an innovative solution that offers on-the-shelf differentiation opportunities and an enhanced consumer experience. It elevates packaging to new levels with a unique soft, natural look and feel.

A Different Look and Feel Which Addresses Market Needs

Recent consumer studies reveal that your product only has 0.24 seconds to catch the attention of consumers¹ and one out of four consumers is likely to purchase a product simply because of its packaging². This is a great opportunity for packers to use differentiated packaging on shelves, in order to boost sales performance.

PouchHug™ was developed after Dow identified a specific need for a natural and

soft-to-touch packaging solution, which would enhance product branding and address the market trend for natural and high quality products.

Our Recipe for Differentiation

PouchHug™ was developed using Dow's Pack Studios capabilities, combining our expertise in packaging and non-woven materials for the hygiene industry, as well as our packaging and lamination adhesives offerings, including:

- AFFINITY™ Polyolefin Plastomer Sealants
- ELITE™ Polyethylene Resins for Optimized Flexible Packaging
- MOR-FREE™ Solventless Laminating Adhesives

With PouchHug™, the external layer of the laminate is replaced with a non-woven substrate which changes two main aspects

of packaging: the look and feel. The non-woven surfaces are textured and opaque in comparison to incumbent BOPP and PET surfaces which are normally flat and glossy and can be perceived as cold and hard. Additionally as the non-woven laminate is soft, PouchHug™ feels like fabric instead of plastic.

TYPICAL LAMINATION FILMS	PouchHug™ LAMINATION FILM
OPP or OPET	Non Woven
Adhesive	MOR-FREE™ LPlus 1
PE	ELITE™ 5940ST
PE	ELITE™ 5940ST
PE Sealant	AFFINITY™ PF 1140G






¹ Logoplaste, www.logoplasteinnovationlab.com

² Packaging PR and Pelican communications consultancy, 2014




Key Benefits of PoucHug™ Sensory Packaging Technology

PoucHug™ offers a unique opportunity for flexible packaging **converters, packers** and **brand owners** to differentiate their brands in food and non-food applications. On the crowded shelf, the distinctive natural look and soft feel of PoucHug™ is the innovative way to enhance your package, capturing the attention of consumers.

Value for Converters

-  Portfolio differentiation opportunity
-  No compromise in packaging process performance compared to existing flexible packages
-  No compromise in lamination process efficiency compared to incumbent solutions

Value for Brand Owners

-  Shelf-differentiation opportunity
-  Authentic, natural and premium perception of the packaging
-  Branding reinforcement for existing/new product categories



Contact a Dow representative today to learn more.
For more information please visit www.dow.com/packaging

PoucHug™ Sensory Packaging Technology Commercial Leaders

Global

Haley Lowry
hlowry@dow.com

Europe/Middle East/Africa

Giuliano Butti
GButti@dow.com

Carolina Gregorio
CGregorio@dow.com

Shaun Parkinson
SParkins@dow.com

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