

# Introducing the Premade STANDCAP Pouch



# What is STANDCAP?

Premade STANDCAP Pouch combines easy handling of an inverted bottle with the convenience of a pouch.



Clean, Drip-free  
Dispensing



Instant Shelf  
Impact



99% Product  
Evacuation



Transportation &  
Storage Efficiency



Reduced Eco-  
impact



Optimized for  
eCommerce





# STANDCAP Pouch Closure

Patented dispensing solution provides pouch with stability and:

- Easy to open flip-lid closure
- Built-in tamper evidence
- Proprietary SimpliSqueeze® valve technology for superior dispensing performance

## **SimpliSqueeze® Valve Technology:**

- Improves oxygen barrier & maintains product freshness
- Provides controlled drip-free dispensing
- Fully customized for the viscosity of your product and desired “ease of squeeze”, dispense amount, product stream, etc.

## **Customization**

- Can imprint custom text/logos on closure
- Custom colors available



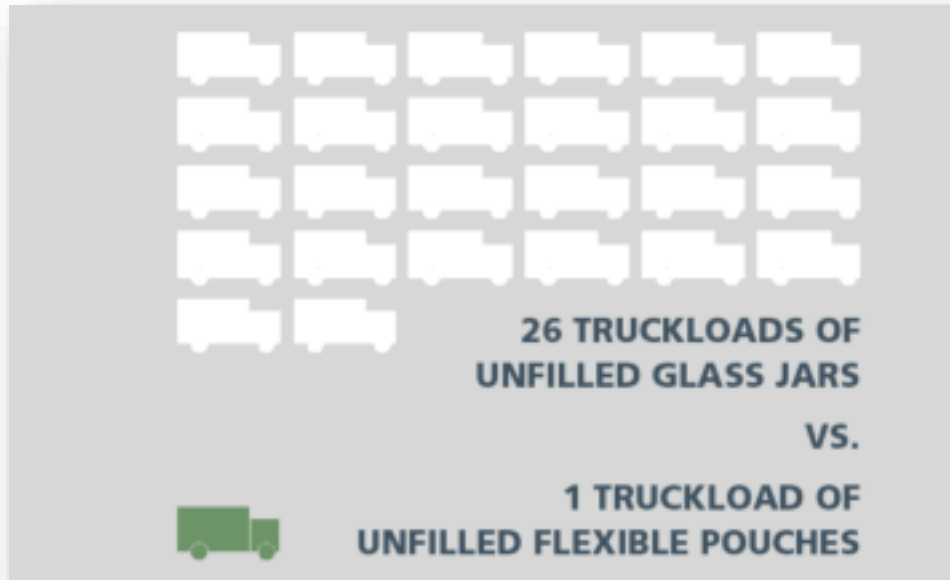


# STANDCAP Eco-impact



Compared to Glass Bottles:

- **80% less** water use
- **77.8% less** greenhouse gas emissions
- **65% less** fossil fuel consumption



VS.



# Case Study: Daisy Squeeze

- Package research firm Package InSight partnered with Clemson University to study key eye-tracking metrics for the STANDCAP Pouch vs. a rigid tub, using Daisy sour cream for this testing:
- **Time to First Fixation** (avg. time from when a product first enters a participant's field of view until they fixate on it)
  - The STANDCAP pouch was spotted **40% quicker** than the rigid package.
- **Total Fixation Duration** (avg. time spent fixating on each item)
  - The STANDCAP pouch was viewed **53% longer** than the rigid package.



# Proven Success

Daisy was able to command a 23.6% higher price per oz. in the STANDCAP Pouch vs. a rigid package.



**According to Daisy Brand:**

*“The Daisy squeeze pouch has proven to be 69.7% incremental to our own brand’s sales. Additionally, 18% of the total volume sold is incremental to the sour cream category. The result is expanded sales for both Daisy and our retail partners.”*



Daisy’s line extension of sour cream in the STANDCAP Pouch resulted in an 11% increase in market share.

# Recent STANDCAP Launches



**UNCLE  
DOUGIE'S**





# Turnkey Solution



Fill Seal Machinery



Established Contract Packer

Questions?