

# Daisy Sour Cream Pouch



## Helping brands customize flexible solutions

**Sonoco's flexible packaging division** offers optimized performance, functional innovation, retail impact and flexible integration. The Company's key flexibles technologies include award-winning flexographic and rotogravure printing, high-barrier laminations, precision scoring, integrated reclose features including its patented SmartSeal® and SealTab® closures, specialty coatings and films, prototyping and graphics management.

Sonoco is a global provider of consumer packaging, industrial products and services, protective solutions and display and packaging services. From our headquarters in Hartsville, S.C., and more than 330 operations in 34 countries, we produce packaging for a variety of industries and many of the world's most recognized brands, serving customers in 85 nations.



## The Challenge

Market leader Daisy Sour Cream wanted an innovative packaging solution that reflected how consumers love to use their product – as both a topping, and an ingredient. Factors that played a part in the development of a new package included:

- Production efficiency
- Product protection
- Brand differentiation on the shelf
- Addressing and preventing consumer use challenges
- Speed to market

## The Solution

Sonoco contributed high-performance film laminate to the award-winning Daisy Sour Cream squeezable pouch, which was developed in collaboration with Daisy Brand, Aptar (dispensing closure & fitment) and Continuum (innovation design). The pouch is the first of its kind in the dairy aisle, and has already garnered widespread acclaim, including a Flexible Packaging Association Gold Award. The Daisy Squeeze package is an inverted, wedge-shaped pouch with Aptar's flip-top dispensing closure featuring a SimpliSqueeze® valve and tamper-evident pull ring. It provides an easy-to-use, easy-to-dispense, mess-free, recloseable package. The proprietary pouch design was introduced in February 2015 and is currently available nationwide.

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