

Connecting Insights to Opportunity. Best Practices in Stick Pack Design

We did the research on stick pack packaging, including what consumers want most, to help you design the **OPTIMUM STICK PACK**.

Consumer Wants

- Clear opening directions
- Easy and clean opening
- Full product dispensing
- Beautiful graphics that reflect high quality

Insights Gathering

- Online consumer survey
- In-person consumer testing
- R&D shelf life testing
- PIQET sustainability assessments
- Extensive technical and applications experience

Opening Features

- › Laser score for clean, easy peel
- › Opening wide for full product dispensing
- › Design for fin seal tear-through

Film Structure

- › Foil: slightly higher barrier
- › Non-foil: lower life-cycle impact*
- › Sealant caulks for hermetic seal

Graphics

- › Vertical graphics orientation
- › Graphics indicate where to tear
- › Premium look with eye-catching gravure or flexo print

On the Filling Line

- › COF optimized for multi-lane filling
- › Film strong enough to pull through filling line without breakage



When you want a stick pack,
call the experts at Sonoco Flexibles.

* Based on internal PIQET analysis, unverified by third party



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