



PEPPERIDGE FARM® BAKED NATURALS®

Customized easy reclose feature for leading snack brand that meets their production requirements and the needs of on-the-go consumers.



MESSAGE TARGET: SONOCO FLEXIBLE PACKAGING PROVIDES INNOVATIVE FUNCTIONALITY WHILE MAINTAINING PRODUCTION EFFICIENCY

CUSTOMER STRATEGY



CUSTOMER IMPACT

Pepperidge Farm first introduced Baked Naturals Cracker Chips in 2010 with a quad-seal stand-up bag produced by Sonoco. After consumers expressed the need for a reclosable package, Pepperidge Farm and Sonoco began working on a new package for the popular snack. The companies took an existing Sonoco innovation, SealTab reclose technology, and customized it for the cracker chip package.

While the key project objective was to meet consumer need for reclose, Pepperidge Farm also needed to maintain the same package format and equipment. The new SealTab® reclosable package not only ran on existing equipment, but also provided convenience, stood upright and looked good on the shelf.

INSIGHTS



Market research confirmed that consumers wanted portability and on-the-go-convenience when snacking. Many chip, cookie and cracker packages do not include a built-in reclose feature to contain the product, leaving consumers frantically searching for a chip clip or clip substitute after snacking.

The new package opened from the top, like a regular chip bag. When the consumer was finished eating, the top of the bag could be rolled down and secured with the SealTab flap, which was built into the front panel and featured a resealable adhesive. Unlike typical reclose offerings that are often applied at the end of the filling line, SealTab required no application. The reclose feature was integrated into the bag's wall using precision laser scoring and a pressure-sensitive adhesive. With the SealTab feature integrated into the bag wall, the package film runs through existing equipment, providing consumers with innovative packaging functionality while maintaining production efficiencies.

360° CUSTOMIZED SOLUTION



With the SealTab reclose feature, busy, on-the-go consumers got an easy and convenient reclose option on one of their favorite snacks. For CPG customers, SealTab technology provided innovative reclosure, seamlessly integrated into the package and able to run on existing equipment, maintaining brand integrity without requiring capital expenses.

At Sonoco, we invest time and effort into each of our customer relationships. We partner with you to fully understand your business operations and supply chain needs --beyond simply delivering a package. By leveraging our full suite of service offerings along with our manufacturing and design capabilities, we are able to provide an innovative packaging solution that supports your strategy. Let us know what we can solve together.

KEYWORDS: I6 PROCESS; SNACKS; RECLOSE; FLEXIBLES; PRODUCTION

