AT INFO
Package Identification Solutions

Case Study: Fast & Reliable Coding of Stand-Up Pouches

Stand-up pouches have become a wildly popular, consumer-friendly packaging alternative in recent years. From food & beverage, to consumer goods, to cannabis and more, brand owners are noticing the trends and doubling down on flexible packaging.

According to an industry study, the U.S. market for stand-up pouches is expected to grow from approximately $20 billion to $29 billion over a 5 year period. That's a compound growth rate of 7.5% (2018-2023).

In the food & beverage industry, stand-up pouches dominate in the packaging of sauces, pet food, ready-to-eat meals, candies, chocolates, dried fruits & nuts, nutritional supplements, and confectionery products.

Stand-up pouches are made of highly sterilized materials that help protect the product from contamination. Many of these pouches are manufactured using multiple layered films that protect the contents from moisture, light, and odor and preserve the freshness of food & beverages.

Despite their popularity by consumers, stand-up pouches are not always easy to code online. Says feeder expert Richard Pether of Rotech, "When using pre-made pouches or trying to code onto filled packs, online coding becomes problematic. In these situations, an offline coding system is preferable from both an efficiency and a code quality perspective, as pouches can be printed offline before being filled. Coding the pouch in its flat form results in consistently clear, perfectly positioned codes."

Most offline coders use friction feeding, but because this technology is designed to feed packs or pouches of a uniform thickness, accommodating a resealing mechanism often means it cannot do the job accurately. In some instances, therefore, there's a need for vacuum technology to pick a pouch from a stack, place it onto a conveyor for printing, and transfer the printed pouch neatly onto a collection stack.

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RF Pouch

THE IDEAL SOLUTION FOR THE AUTOMATIC FEEDING, PRINTING AND/OR LABELLING OF RESEALABLE POUCHES, POLYBAGS AND ASYMMETRIC PRODUCTS

- Uses vacuum (pick and place) technology to transport a wide range of pouches and other flexible packaging.
- The system picks a product from a stack, places it onto a conveyor for printing and/or labeling, then transfers the marked pack neatly onto another stack, ready for collection.
- Continuous operation of the feeder gives very high throughput rates at deceptively low machine speeds.

RF Auto

THE RF AUTO IS AN OPERATOR FRIENDLY, HEAVY DUTY, HIGH SPEED, FOOD SLEEVE, CARTON AND BAG CODING SYSTEM

- High throughput rates due to a large hopper infeed matched with variable speed control up to 90m/min.
- Small footprint with an optional collation conveyor allows the RF Auto to be configured and moved easily between production lines.
- High speed while maintaining accuracy through the use of a vacuum conveyor increasing throughput of a quality printed code.

Rotech feeding systems can be fitted with a wide range of coding and labeling technologies as well as post-print inspection systems. For high-resolution marking, AT INFO recommends Markoprint® industrial coders. The printers are based on HP INKJET TECHNOLOGY and are available in increments of ½ inch print. Markoprint® easily produces alphanumeric text, barcodes and graphics on a variety of materials used to form stand-up pouches. Specialty inks adhere to hard plastic, metal, films, and other non-porous surfaces.

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