



Pulse Flexible Packaging & Plasfilms zip-up an ideal solution for M&S!

M&S

EST. 1884

The brief

When Anne Harding, Print & Packaging Development Manager at M&S, turned to Pulse Flexible Packaging to see if they could provide a packaging solution for their new Taste of the British Isles confectionery range, produced for M&S by Thornton's, they seized the opportunity with both hands.

The brief was to develop a pack with an easy open and re-close system that allows for careful portion control and simple in-store display to attract the consumer. It was critical to M&S that the pack had a premium look and feel to reflect M&S's high quality product, in conjunction with a high quality packaging format to engage their discerning customers.

Pouch solution

Pulse Flexible Packaging's development team devised a solution using a high quality gravure printed polyester with a patterned surface lacquer, laminated in line to BPI grade PE, to then be formed in to a pouch. The pouch can be self-supporting on shelf, with the added convenience of a euroslot for trouble-free on-shelf hanging and removal. While the high impact graphics and patterned lacquer ensures the products premium look and feel on-shelf.

“Our collaboration with Pulse Flexible Packaging has seen great results; they have supported our vision with their own state-of-the-art technologies as well as through their strategic partnerships. The pack fits the brief very well and looks great on-shelf.”

Anne Harding, Print & Packaging Development Manager, Marks & Spencer.

The Taste of The British Isles 'Strawberries & Cream Coconut Ice' pack was a finalist in the prestigious 2015 UK Packaging Awards in The Best Flexible Plastic Pack of the Year category.



Re-close system

The easy-open and re-close system was achieved with a simple tear notch, for convenient access to the product, while Plasfilms supplied a SANZIP MD10-TK re-close gripper ensuring an efficient re-close, time and again, allowing effortless portion control for the consumer. The MD10-TK offers a very strong inner holding force from the inside coupled with an easy-open feature for the consumer.

The construction allows for an effortless crush on the side seal, which not only offers an attractive flat finish but a good barrier with little air escape. Converters benefit from being able to run the zipper at high speeds and at low sealing temperatures.

Keeping pace with production demands

When Pulse Flexible Packaging broadened its portfolio to include premium premade pouches, Plasfilms was the natural choice to support them. As a supplier of SANZIP re-closable zippers, which have numerous formats and consumer benefits, including easy-open functionality and re-closeability for portion control and product freshness, Plasfilms, through its Armstrong Bradley business, has been a supplier to Pulse Flexible Packaging for a number of years. The two businesses have a shared value for quality and customer service and have a successful partnership.



Established in May 2014 following a Management Buyout, Pulse Flexible Packaging is a leading UK supplier of flexible packaging and a preferred packaging partner to a host of global brand names and SME's alike. Their investment in a new state-of-the-art Flexo press with inline coldseal on Day One, closely followed by the addition of a premium premade pouch making capability, is the first phase of a significant expansion programme.

Pulse Flexible's investment strategy further strengthens the company's aim, which is to continually strive to be a responsible provider of high-quality packaging solutions and to be their customers' packaging partner of choice. The business boasts a broad range of print capabilities from standard Flexo and Gravure through to HD Flexo and HRG™ (High Resolution Gravure). These advanced print technologies are complemented by a range of high barrier laminations and product formats including flow wrap, labels, bags and premium premade pouches. Easy-open, re-close and re-seal applications further enhance the product range and ensure a bespoke packaging solution can be developed to meet a variety of needs.

www.pulseflexible.com

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Operating as part of the Plastribution group, the prominent polymer distributor, Plasfilms is one of the UK's leading distributors of films and supply chain services for businesses across the UK packaging and labelling industry. Their portfolio of packaging films includes BOPP, PET, CPP, heat shrink films, rigid films, PVC and SANZIP re-closable zippers.

Having built a reputation for unrivalled films and industry knowledge, Plasfilms' distribution processes cover the entire value chain with an advanced logistics model encompassing procurement, storage and delivery. With direct access to UK stock, the company provides a complete solution that is bespoke to individual customer requirements and is able to meet just-in-time demands. Their service is further enhanced by their temperature controlled warehousing facilities.

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