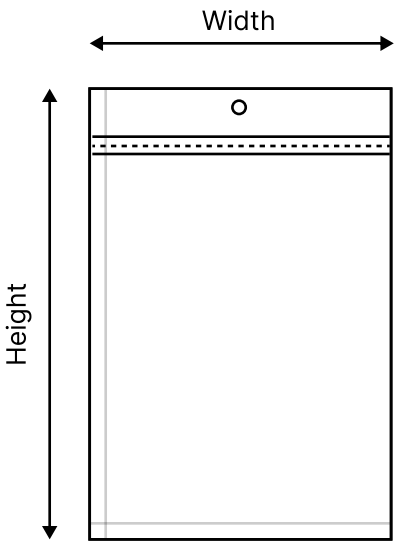# Pouches

**Overview:**

Pouches are a high-impact, ready-to-fill packaging solution that combine visual appeal, protective performance, and consumer convenience. At Willowpack, pouches are digitally printed and custom-converted in-house, giving brands the flexibility to produce vibrant, high-quality packaging in short runs without the long lead times associated with traditional manufacturing. Available in both stand-up and lay flat formats, pouches are ideal for a wide variety of products including snacks, pet treats, supplements, and cannabis.



**Formats:**

**Stand Up Pouches**

These pouches feature a bottom gusset that expands, letting them stand upright for better shelf presence and easy filling.



**Lay Flat Pouches**

These pouches are sealed on three sides, creating a sleek, flat package ideal for lightweight or single-serve products.
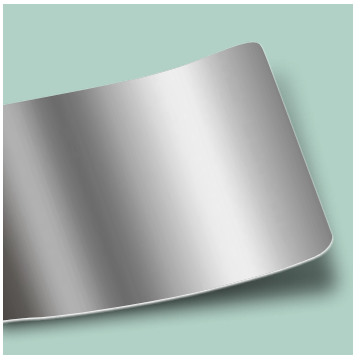
**Base Materials**



**White PE**

**Clear PE**

**METPET + Clear PE**

**Laminations**



**Gloss Lamination**

**Matte Lamination**

**Soft Touch Lamination**

> **Base Materials are all rated for direct food contact**

## Features

### Child Resistant Zipper

CR zippers on pouches provide child-resistant, secure closures for safety-sensitive products.

### Standard Zipper

Standard zippers on pouches offer easy, resealable closures for convenient access and product freshness.
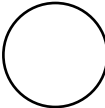
### Tear Notch

Tear notches provide a convenient, pre-cut opening in pouches, allowing consumers to easily open the package without additional tools, while maintaining product freshness and integrity until use.
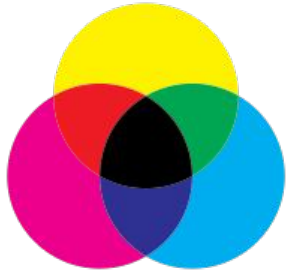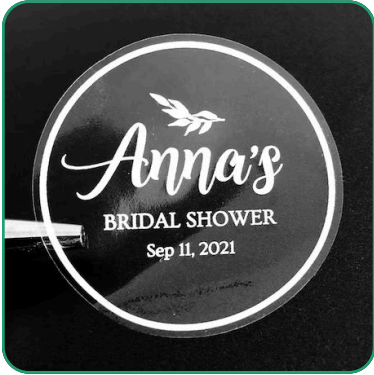
### Standard Hole

A standard hole is a circular cut in packaging used for hanging products on retail displays.

## Printing Options

### Standard CMYK

All pouches are printed using vibrant, high-resolution 4-color CMYK as our standard. This delivers exceptional shelf appeal and works for most packaging needs.

### White Ink

White ink is available as a custom add-on, ideal for printing on clear or metallic substrates.

Applicable to Clear PE material and METPET

## Requirements

Artwork PDF file │ Dieline │ Spot color for white ink (if required)