



**BubbleWrap®**  
BRAND PACKAGING

## Inflatable Pouches

The BUBBLE WRAP® brand inflatable pouch is a ready-to-use, on demand cushioning solution designed to prevent items from shifting, bruising, or breaking during transit, giving your products the ideal level of protection they need without overwrapping.



## BENEFITS



### Operational Efficiency

- Lightweight, saving on freight costs and energy consumed when compared to paper
- Increase packing speeds by 20%
- Inflates on demand, enabling up to 80% of valuable storage space savings



### Product Integrity

- Keeps products securely in place throughout the distribution cycle
- Enables consistent protection and cost from pack to pack



### Package Optimization

- Durable, requiring less cushioning protection during the shipping cycle
- Increased edge seal life keep pouches inflated longer
- Reduce shipping costs up to 33%



### Brand Experience

- Secures and cushions goods while in transit, reducing returns due to damage, increasing customer satisfaction
- Reduces overwrapping for a better consumer experience

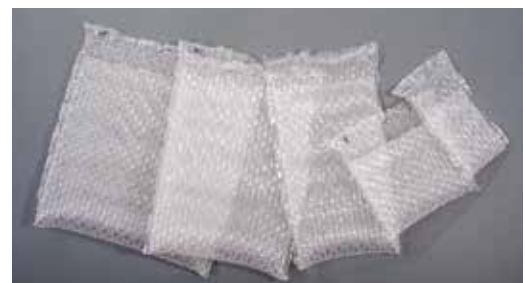
## CHALLENGE

The pressure to provide packaging options that reduce environmental impact while still offering the same level of protection has become more important than ever. In fact, 75% of consumers worldwide now believe that living a sustainable lifestyle is important to creating a feeling of wellbeing and 66% of them are willing to pay more for products from brands committed to environmentally friendly practices\*. As a result, offering consumers sustainable packaging has become critical to your success.

## SOLUTION

BUBBLE WRAP® brand inflatable pouches enable consistent protection and cost from pack to pack. This on demand solution is shipped and stored flat, requiring significantly less storage space than other packaging materials. Our inflatable pouches help simplify the packing operation by eliminating the guesswork, allowing for increased operational efficiencies.

Made with our patented technology, these inflatable pouches put an end to needless overwrapping by reducing the amount of packaging material required to provide proper cushioning protection.



*Shown: Assortment of inflated pouches*

## Inflatable Pouches

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### SUSTAINABILITY

An assortment of packaging options available with varying degrees of sustainability:

- Available in varying degrees of thicknesses to allow for optimal level of protection for each application, thereby reducing excess packaging waste
- Qualifies for in-store drop-off
- By inflating on-demand, these inflatable pouches reduce freight costs and greenhouse gas emissions associated with inbound delivery trucks
- Provides superior cushioning performance, reducing damage by more than 3% and increasing re-usability

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### MATERIAL

- Available in varying degrees of gauges and bubble sizes to provide the optimal level of protection for each application:
  - **Standard:** Our standard gauge film provides light to medium cushioning
  - **Economy Grade:** Our thinnest gauge film, allowing for 40% more film on each roll for additional operational efficiencies with additional impact on warehouse storage space
  - **Heavy Duty:** Our heaviest film gauge protects heavy and/or fragile products with long or unpredictable distribution cycles
- Varying pouch depth and width sizes available

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### EQUIPMENT

- Engineered to be used with the BUBBLE WRAP<sup>®</sup> brand Flex Inflatable Cushioning System

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### APPLICATIONS

- Ideal for 3rd Party Logistics, fulfillment centers and ship-from-store applications
- Suitable for an assortment of applications requiring product protection such as:
  - Blocking and Bracing
  - Interleaving
  - Carton Lining
  - Surface Protection



*Shown: Inside view of inflated pouch*



*Shown: Glass bottle inside inflated pouch*

