



INSTRUCTION MANUAL

HOW TO DESIGN THE PERFECT PREMIUM **PET FOOD PACKAGING**



Layfield Flexible Films has partnered with major brands for over 40 years, delivering ultimate packaging solutions for the food, pet food, industrial, and medical markets.

We are committed to providing the best service and satisfying the needs of all our partners, with a wide range of innovative products.

With decades of experience providing customized packaging solutions, we can help you tell your brand stories and serve your customers, delivering the right package at the right time.





OVERVIEW

What makes a brand? How does packaging play a role?

This guide is intended to walk you through the process of picking the perfect packaging for you. Designing the right packaging for your product should be fun and profitable.

Let us share our technology and integrate your ideas into your packaging.





Discover Your Ideal Pet Food Packaging Strategy



Designing the Perfect Flexible Packaging for Pet Food

Understanding your brand's packaging strategy is essential for developing successful products and delivering memorable customer experiences. At Layfield Flexible Films, our commitment to excellence aims to elevate your brand. Whether you're a pet food manufacturer or leverage external partnerships, our experts meticulously examine all your brand touchpoints.

We invite you to navigate your ideal packaging strategy with our pet food packaging checklist. It's designed to uncover your needs and maximize your brand impact, driving sustainable business success.



Determine Your Pet Food Packaging Strategy

Check if 'Yes' and leave blank for 'No'

- Do you involve a nutritionist and use high-quality, high-protein ingredients in your product development?
- Does your team include a professional package designer?
- Are you exploring high-definition printing for your packaging?
- Do you prefer elevated packaging formats like flat-bottom and pinch-bottom bags?
- Are you considering eco-friendly and sustainable packaging materials?
- Do you value convenient features like resealability, easy opening, and special venting in your product packaging?
- Is your food production based in North America?
- Does your distribution strategy include specialty stores, e-commerce, independent retailers, big box stores, and vet clinics?
- Is your target audience comprised of affluent, brand-loyal pet owners?

YES TOTAL
COUNT

If you've marked 'Yes' for 5 or more points, your brand appears to lean towards a premium approach.

Layfield's expertise can be invaluable, providing the perfect opportunity to further elevate your brand with the perfect premium packaging solutions for your pet food business.

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PRINTING & VISUAL EFFECTS

When it comes to your product, first impressions matter. Your packaging is often the first thing potential customers see, so it is essential that it effectively conveys your brand message and lures them in.

Pet humanization is highlighted as one of the key pet market trends, leading to an increase in health consciousness, sustainable options, and generating demand for super premium pet products.*

Packaging isn't "one size fits all". solution to product packaging. A successful packaging strategy should be tailored for your product, considering your long-term goals while maintaining functionality, convenience, and differentiation.



35% of pet owners spent more on premium products



Pet food



Pet wellness



Pet care



*data from Mordor Intelligence Pet Food industry report in North America 2021

How to find the right partner for packaging development

It's important to find the best packaging supplier who can provide you with a comprehensive range of quality packaging products. When looking for a supplier, it's vital to think about both the selection of packaging materials and the quality of the products available.

Defining packaging needs

The type of packaging you need depends on the product being packaged, the quantities being produced, and how the product will be used or sold. To determine your specific packaging needs, consider these factors:

The type of product you are packaging:

- Is it fragile?
- Does it need to be protected from moisture and oxygen?
- Does it come in different sizes or shapes?

How the product will be used or sold:

- Will customers be using the package immediately after purchase?
- Will they need to store it for a long period of time before use?

The quantities you are producing:

- Are you selling your product in bulk or individually?
- Will customers be buying multiple units at once?



A detailed view of a rotogravure printing machine in operation. Multiple rolls of flexible film are being printed with a repeating pattern of yellow and white bands. A red overhead lamp illuminates the scene. The machine's complex mechanical structure, including rollers and guides, is visible in the background.

ROTOGRAVURE PRINTING CAPABILITIES

Astonishing Visuals
for Every Package





In the past, rotogravure printing was primarily used for magazines and newspapers. Now, this high-definition technology is utilized to create some of the most captivating graphics in packaging.

With rotogravure printing, the packaging possibilities are endless



Why rotogravure?

- ✓ **Intricacy** – Rotogravure printing is the only high speed and volume print process capable of printing continuous tone images, also known as a vignette effect
- ✓ **Print Quality** – Gravure printing results in improved ink laydown and consistent print quality
- ✓ **Production Speed** – Modern presses ensure printing times are rapid
- ✓ **Modern Supplies** - Quick dry inks decrease print processing time



Using rotogravure printing is a great way to showcase the high quality of your products. Your package will stand out from the competition with sharp graphics, rich colors, full bleeds, clear text, smooth color transitions and clean lines.



VISUAL EFFECTS

Adding visual effects to your packaging is an effective way to make it more eye-catching on the shelf.

Some popular varnishes for flexible packaging include **matte soft-touch varnish** for an interesting tactile experience, **metallic finish** for a shimmering opulent display, and **registered matte finish with spot gloss** to grab your customer's attention.

Each of these visual effects can make your packaging stand out from the competition.



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PACKAGING MATERIALS



Your packaging material lays the foundation for your branding and product presentation in the marketplace.

The commitment to high-quality packaging is our top concern for our pet product brands. Premium packaging materials can trigger cues to consumers and retailers on whether the product is super-premium or conventional.

Packaging materials must be obviously superior in quality to common conventional items in order to convince consumers to buy a premium product at a higher price. Viewing and touching high quality materials are important components in the premium customer experience.

Here are some considerations to keep in mind when choosing the materials for an optimal packaging solution:

- ✓ Having a good understanding of your product's life cycle
- ✓ How your product will be stored, distributed, and shipped
- ✓ Understanding the sales channels and specifications required

Ultimately, to deliver the best brand experience, packaging must protect and support your pet products to ensure they arrive in your customer's hands in prime condition. Thus, it's important to consider how your packaging will perform in each of these conditions.

Superior Materials

Layfield's portfolio of plastic films is composed of a vast range of premium materials, that can be used to create customized packaging solutions depending on the demands of a particular product. Our flexible film packages are made with various resins each of which has a unique combination of properties that make them ideal for multiple pet product applications.



Packaging Materials



Polyethylene terephthalate (PET)

Commonly known as just PET for short, this material naturally provides excellent adhesion for inks. In addition, it offers superior clarity, transparency, and strength, making it the optimal print layer for high-definition printing. PET also has good stiffness characteristics to help your bags stand up on retail shelves.



Metallized polyethylene terephthalate (MPET)

MPET is a polyethylene terephthalate film that has been coated with a very thin layer of aluminum. It has a reflective silver metallic appearance and significantly reduces the permeability of light, oxygen, and moisture into the packaging to extend shelf life. As a result, MPET is an excellent, cost-efficient alternative to foil films in laminated flexible packaging. Moreover, MPET can be seamlessly integrated into the packaging art, delivering astonishing metallic visual effects and promoting product premiumization.



Polyamide (PA), also known as Nylon

Widely known to the public as its generic name, Nylon film is a fantastic choice when the packaging demands higher puncture resistance, toughness, and mechanical strength. It also provides sound barriers to oxygen, chemicals, and aroma substances, which are key characteristics to consider for dehydrated treats such as jerky.



Polyethylene (PE)

Polyethylene is a staple in flexible packaging as it often serves as the food contact layer and is a critical component in the ability to seal the bag. It's flexible, transparent, and features excellent moisture resistance. Currently, PE is the target material for recycle-ready structures that can be approved for Store Drop-off recycling programs.



Layfield Group named as one of
Canada's Best Managed Companies
Gold Standard Winners.



SUSTAINABLE PACKAGING

In response to the growing demand for sustainable product packaging, brand owners and package experts alike have discovered new ways to be green without sacrificing visual appeal and package functionality. Packaging plays an essential role in the Pet Food industry; it extends shelf life, ensures food safety standards are met and reduces food waste. There are, however, opportunities for packaging to be improved, especially when considering its impact on the environment.

As the world becomes progressively more aware of the need for sustainable packaging, an increased number of companies are looking for ways to improve their brand awareness, through partnerships with sustainable organizations. By aligning themselves with these groups, companies can show their commitment to sustainability and help educate consumers about the importance of eco-friendly packaging.

Layfield is dedicated to a comprehensive approach to sustainable packaging, offering Store Drop-Off Recyclable Packaging and utilizing Post-Consumer Recycled (PCR) materials. This commitment embodies our mission to reduce waste, promote a circular economy, and inspire a greener future for future generations.



The Future of Packaging

One way to find potential partners is to look for groups that have similar values as your brand. For example, if your company is committed to reducing its carbon footprint or packaging waste, you might seek out a partnership with an organization that has similar corporate social responsibility goals. Layfield's goal is to develop a sustainable packaging strategy, aligned with Plastic Pacts in both the U.S. and Canada.

The shared goals of both groups on either side of the border are ambitious and forward-thinking. By 2025, the pacts in the U.S. and Canada aim to:

- 1 Define a list of plastic packaging to be designated as problematic or unnecessary and take measures to eliminate them
- 2 Ensure that 100% of plastic packaging being designed is reusable, recyclable or compostable
- 3 Guarantee that 50% of plastic packaging is effectively recycled or composted



GET AHEAD OF

THE DEMAND FOR

RECYCLABLE PACKAGING SOLUTIONS

AND SWITCH TO HOW2RECYCLE

PREQUALIFIED BAGS

Store Drop-off Recyclable Packaging

Layfield offers a diverse portfolio of recyclable packaging options, delivering stunning graphics, high-barrier properties, and multiple features. Through our How2Recycle membership, we've made recycling easy for your customers with the Store Drop-off program across North America. Get Layfield's prequalified Store Drop-off recyclable packaging for your pet products.

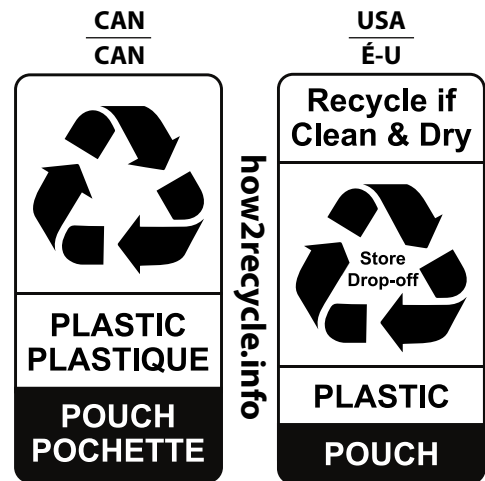
How2Recycle Label System

How2Recycle is a standardized labelling system that clearly communicates recycling instructions to the public. It involves a coalition of forward-thinking brands who want their packaging to be recycled and are empowering consumers through smart packaging labels.

Variations in recycling programs, unclear labeling, and inaccurate recyclability claims make proper recycling a challenge. The How2Recycle label was created to provide consistent and transparent on-package recycling information to consumers in North America.

For more information: www.how2recycle.info

**How2Recycle label is subject to change due to product application, final package, and other factors.*



How does it work?

1



Package must be clean and dry.

2



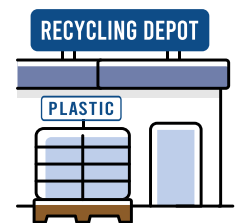
Check for Store Drop-off locations.

3



Take bag to a Store Drop-off location.

4



Material recovery facilities will recycle the bags.

Layfield's Store Drop-off Recyclable Packaging Benefits:



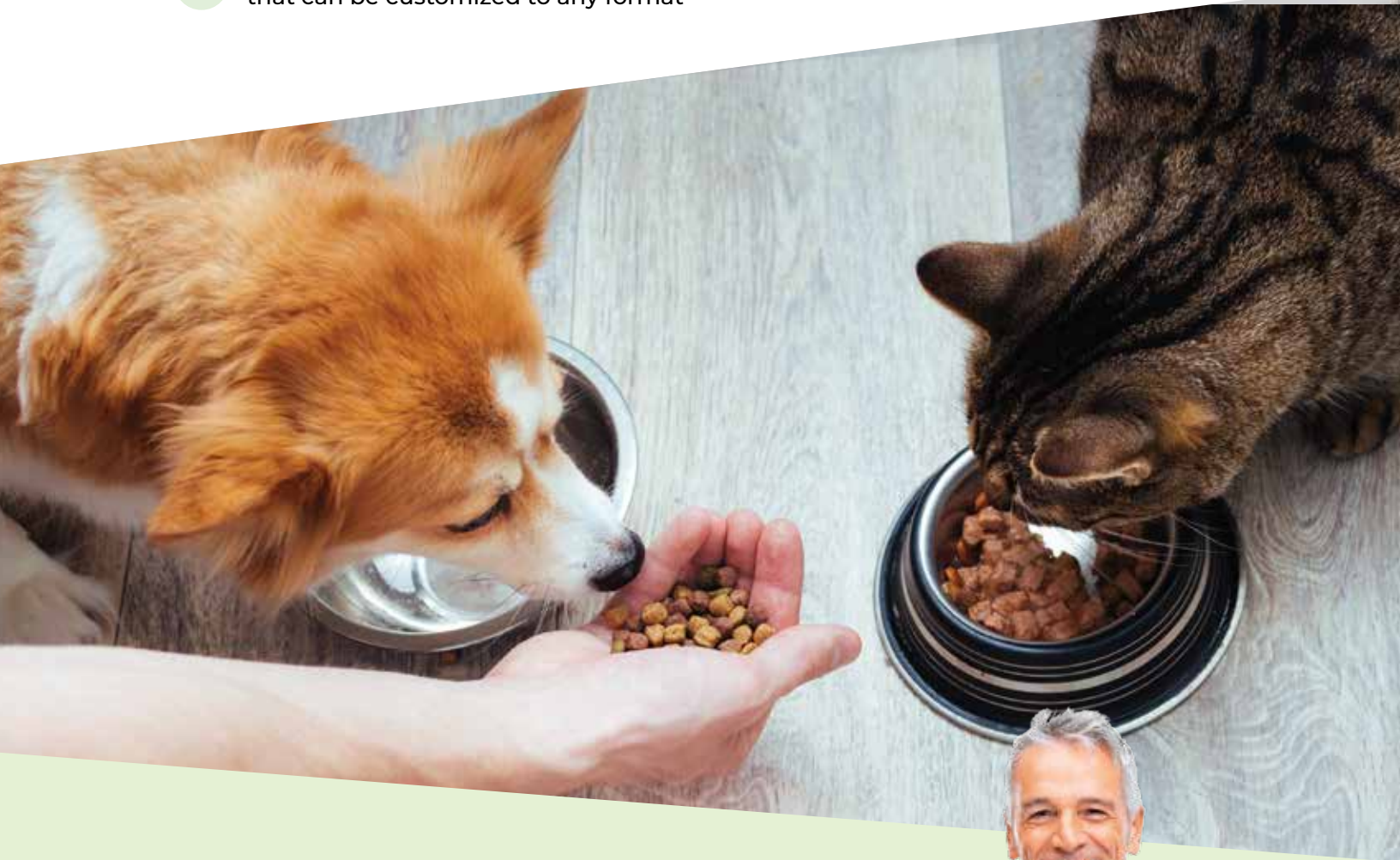
Superior Optics: Attract customers and boost sales with extraordinary visual impact, shelf appeal, and convenient packaging functions



Robust Stiffness: Maintain stability, extend shelf-life, and protect your products with our incredibly strong and durable films



Various Formats: Assure product quality with our high-temperature resistant film that can be customized to any format



Speak to a Layfield Packaging Expert Today to Find Out More!

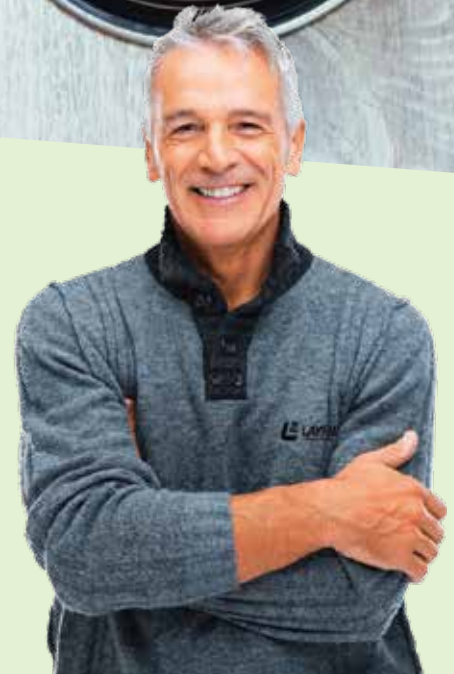


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FRESH OR RAW

50%
50%
0%

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LAYFIELD
PACKAGING

PACKAGING FORMATS

Flexible packaging is a type of packaging that can be adapted to fit the product it contains. Common flexible packaging formats include:



Rollstock

Rollstock is a popular packaging format where the film is printed, laminated, and wound on a cylindrical core. It's widely used for both vertical form-fill-seal (VFFS) and horizontal form-fill-seal (HFFS) machines where the bags are shaped and formed in line. Rollstock is great at providing sizing versatility and is used commonly in food, pet food, and other CPG markets.



Side-seal Pouches

Side seal pouches are a popular economic choice when brands are looking for uniformity and are ideal for smaller, single serve portion sizes. The bags are formed from sealing the edge perimeters and offer two fully printable panels.



Stand-up Pouch

Stand up pouches (SUPs) are the “go-to”, gold standard format in CPG packaging. They include two panels with the addition of a bottom gusset to ensure the bag has the stability to stand up on a shelf. Brands love: the functionality that stand-up pouches bring to the display, consumer convenience, and versatility in the variety of products that can be packaged.

GOOD PACKAGING PROTECTS YOUR PRODUCT



Flat-Bottom Bags

The next generation of packaging formats is here with the flat-bottom bag (also known as the box pouch). Constructed from five panels, flat-bottom bags offer all the benefits of a stand-up pouch with the addition of increased printing real estate to get your products noticed from all angles. It's quickly becoming the most popular choice for brands that want a premium look and feel for their products!



Pinch-Bottom Bags

Pinch-bottom bags are the ideal format for medium to large content sized products. Frequently seen in dry pet food and kitty litter products, pinch-bottom bag features side gussets and are usually displayed lying flat. This bag format stacks well and provides optimal palletization.



How can brand owners improve their packaging?

Understanding the technicalities of packaging can be very complicated. Determining the best format, packaging materials, and features to deliver a flawless product experience to your customers is key.

Get in touch with a **Layfield Packaging Expert** for a product assessment and begin your journey to create the perfect package for your product.

PACKAGING FEATURES

Using Layfield's packaging solutions for your products can be a powerful asset for creating a flawless customer experience. By incorporating features that allow for easy customization and personalization, businesses can ensure that their products stand out from the competition.

There are many different types of flexible packaging features available, so you can choose the one that best suits your needs. When packaging raw, fresh, frozen, and dried dog food, you must consider the need to protect the food inside. This requires venting and barrier features which, keep oxygen and moisture out as well as essential closing features to keep the food fresh.



Pet Food Types and Trends

Pet parents are increasingly interested in individual product servings, offering multiple flavor options. Thus, smaller flexible packaging designs that allow easy portioning and minimal waste are becoming more popular.

Raw dog food is an excellent option for pets who are allergic to certain ingredients or have sensitive stomachs. Raw dog food is also less processed than other types of pet food, so it retains nutrients.

Frozen dog food is a great choice it's a healthy option since it's typically made with leaner meats and fewer preservatives than dry food.

Dried dog food is convenient and easy to store, making it a popular choice for busy pet owners. Quality remains a top priority for many consumers who buy dried dog food so brands need to make sure their products meeting this demand.

Venting system features

An important feature to consider for flexible packaging in the pet food sector is the ability to allow for air movement, which helps with handling and storage of filled bags



This ensures that medium and large-sized pet food bags can be neatly palletized, stored, and efficiently transported to warehouses and retailers, thus bringing convenience to your overall operationst

Several types of venting features including one-way valve, micro-perforations, and fibre strip vents are available. One-way valves can be a great choice for degassing the bag by only allowing air from the inside to be released. Micro-perforations are tiny vent holes that are strategically placed on the side gusset of bags to help air escape during palletization. Venting strips are specifically designed to be hidden from the outside view. They are cleverly tucked away at the gussets to give a sleek and polished look to your package.

When you partner with **Layfield**, we can customize and recommend the best solution to fit your needs and differentiate your brand among the competition.

Closing features

Flexible packaging closing features are essential for pet food because the bags need to be resealable while also being convenient and effortless to use.



Press-to-close zippers are a type of closure that can provide this convenience. They work by pressing the two sides of the zipper together, which causes the teeth to interlock and close the opening. Easy-Lock® is an innovative re-closable system that features a strip of micro hooks and self-mates with light pressure when pressed together.

There is no need to line up any tracks to get the perfect seal. Fine-powdered or grainy products often get trapped in the zipper tracks with conventional press-to-close zippers. In comparison, the Easy-Lock® sealing system is not affected by loose particles; the bag will still close quickly, which makes it a perfect choice for dried pet food products.

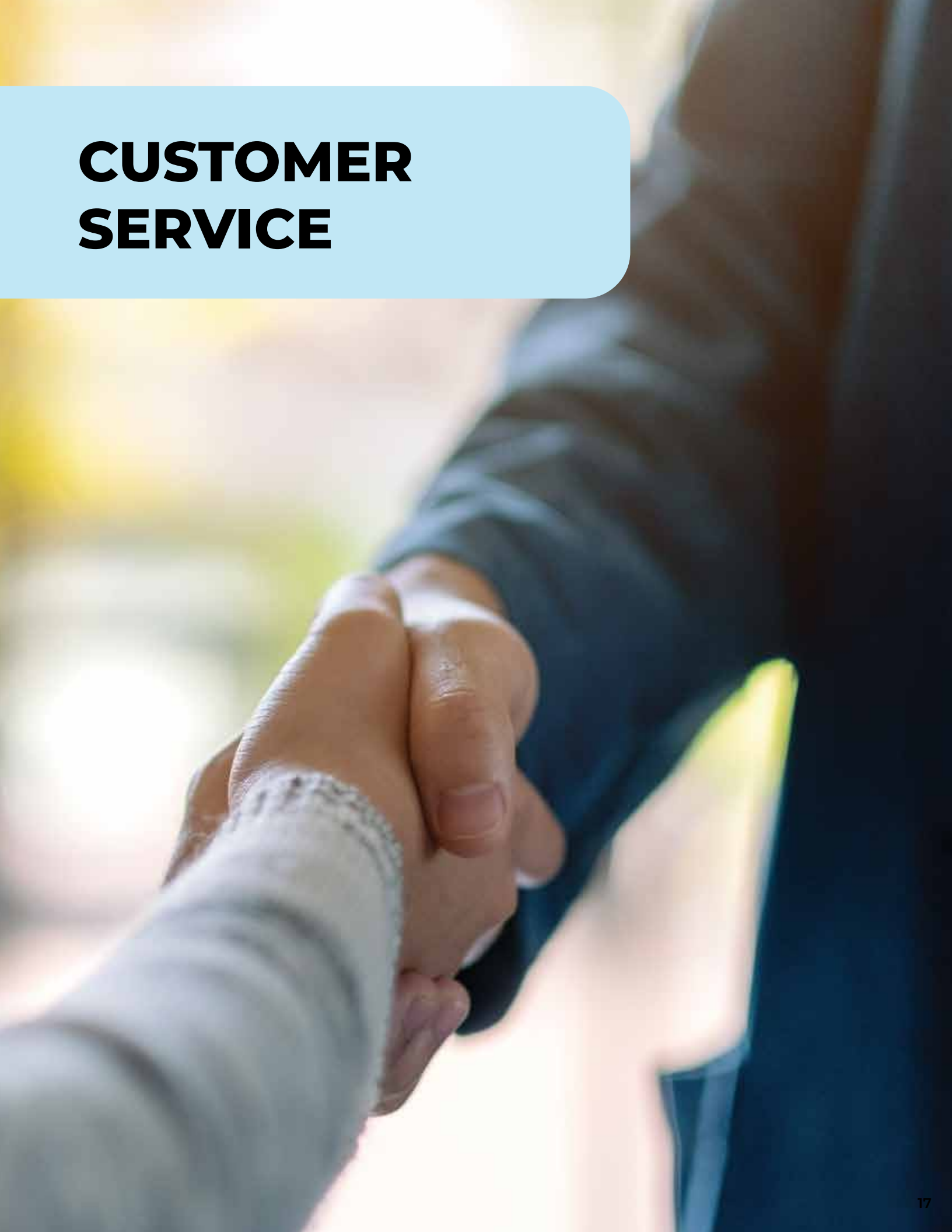
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CUSTOMER SERVICE





North American Manufacturing

Layfield is the only flexible packaging provider with a scalable hybrid and vertically integrated manufacturing strategy. With our state-of-the-art facility based on the West Coast, integrated with a robust international network, we offer custom packaging solutions that consistently provide industry-leading quality, delivery, price, and innovation.



Quality > Offering the best quality flexible packaging products



Delivery > Providing world-class lead times and delivery



Competitive Pricing > Leveraging high purchase volumes and production efficiencies



Innovation and Flexibility > Customizing solutions to meet your unique requirements



Packaging Experts at your service

Our vertically integrated production process streamlines our operations, offering the most efficient and effective package development and manufacturing partnership.

From product conceptualization to post-sales support, our world-class team of experts will support you throughout the entire development process, delivering the right package at the right time.



Customer Success (Support)

Our proactive Customer Success (Support) team supports our customer onboarding process, working closely with you to anticipate your needs and provide resources and the support needed to ensure a seamless relationship.



Technical Services

Managing production, coordinating logistics, and enforcing quality control, the Technical Services team focuses on supporting our customers to deliver flawless packaging products with a consistent distribution.



Account Management

Our Account Managers are industry thought leaders, ready to share their knowledge and experience to develop the perfect packaging solution. We will build a launchpad to boost your growth by providing superior customer service, inventory management, and robust business plans.



Design Support Team

With your brand identity in mind, the graphic design team will match art and technical requirements, offering pre-press services and pre-run support to deliver the desired visual impact on the marketplace.



Product Management

Our product and project managers are here to guide you through the development roadmap and select the best materials, features, formats, and sizes to create the perfect package.





PACKAGING EXPERTS AT YOUR SERVICE

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Capabilities

Layfield Flexible Packaging has been steadily increasing its production capacity. By utilizing new materials and innovative technologies, we have maintained our position as a leader in the packaging industry.

Our vast manufacturing solutions include:

- ✓ Prepress, Graphic Design and Marketing
- ✓ Film Extrusion
- ✓ Flexographic & Rotogravure Printing
- ✓ Solvent-Based and Solvent-Less Laminations
- ✓ Wide-Width Slitting
- ✓ Multiple Converting Capabilities
- ✓ Hybrid Manufacturing Strategy

Certification

Our products are manufactured under a rigorous quality management and food safety program, certified by IFS PACsecure and ISO 9001.



ISO 9001
Quality



WeProtect

Our People. Our Communities. Our Environment.

Layfield Group has created the WeProtect program. We are working hard to create products and services we feel proud of; solutions we stand behind. We care for our employees, our communities, and making this world a better place.



Layfield's Locations:

Canada

Vancouver, BC
Edmonton, AB
Calgary, AB
Toronto, ON

USA

San Diego, CA
Seattle, WA



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