

# Signature Flexible Packaging Seals in Success with a Scalable Resealable Packaging Solution



## Challenge:

Provide peel and reseal solutions to ensure quality and freshness for customers.

## Solution:

PrimePeel®, a proprietary laser-based peel and reseal process offered by FlexPak.

## Result:

Signature maintains its commitment to offering clients roll stock to flow wrap around trays and pre-made pouches in multiple functional shapes, sizes, and configurations, serving some of the largest names in the foodservice industry, including American Licorice Company.



## Signature Flexible Packaging

[signatureflexible.com](http://signatureflexible.com)

Signature Flexible Packaging supports people's ever-growing need for convenience with a variety of pre-made bags and pouches in multiple sizes, shapes, and configurations.



## FlexPak Services

[flexpakservices.com](http://flexpakservices.com)

FlexPak offers a broad range of flexible packaging solutions for clients in areas such as food, medicine, electronics, and consumer products.

## CHALLENGE

### Meeting Customers' Needs with Reliable Peel and Reseal Packages

Founded in 1954, Signature Flexible Packaging (Signature) offers a variety of pre-made bags and pouches in multiple sizes, shapes, and configurations which are used by many popular brands, including Red Vines.

When American Licorice Company needed a resealable package to help customers keep Red Vines fresh, it turned to Signature. “Peel and reseal technology has quickly become second-nature to customers,” Adrian Backer, Vice President and General Manager of Signature explains. “Many companies are moving toward that type of package to keep customers satisfied and stay competitive.”

However, peel and reseal pouches can have issues. “If the opening is die cut, it’s often a sloppy tear when you tear off the header. That bothers people,” Backer explains. “We knew we needed laser scoring to be able to offer an easy tear.” But Signature wasn’t going to partner with just any company.

“We needed to make sure that we selected the right company and machine to provide the best peel and reseal packaging to our clients,” Backer shares.

Signature had been outsourcing die cutting operations, but wanted to bring impressions in house with the move to laser scoring. It anticipated this move would help save time, money, and space with Just-In-Time manufacturing. The company began its search for laser technology to deliver quality peel and reseal packages to its clients.

## SOLUTION

### Versatile Peel and Reseal Technology with PrimePeel

Luckily for Signature, their partner FlexPak already had the perfect solution.

“We’ve always been very happy with FlexPak’s solutions and services,” Backer explains. “We were excited when we discovered FlexPak’s proprietary PrimePeel® technology.”

PrimePeel technology uses a pressure-sensitive adhesive label in combination with laser scoring, which made it stand out as the perfect solution to provide Red Vines’ customers with the freshness they crave.

That’s not all that caught Signature’s eye. According to Backer, “We love that FlexPak’s laser-based processes allow for dynamic ways to protect our clients’ products. It gives us incredible flexibility that other technologies just can’t offer.”

While Signature was hopeful it had found the perfect peel and reseal solution, it needed to be sure. To test the technology, Signature hired FlexPak to use PrimePeel technology on Red Vines.

The results of the trial? Complete satisfaction. “FlexPak is incredibly fast at making impressions and shipping back the materials,” Backer shares. “And the quality that PrimePeel delivers is fantastic.”

Since FlexPak offers clients the opportunity to buy a license for PrimePeel technology, Signature did just that, and has since reaped the benefits.



“ We were searching for an easy tear and peel and reseal solution, and PrimePeel® delivered both. We couldn’t be happier. ”

Adrian Backer, Vice President and General Manager of Signature Flexible Packaging

## RESULTS

### An Easy Tear and Reseal Solution that Opens More Opportunities

Since vertically integrating PrimePeel, Signature can use PrimePeel technology on-demand and the company couldn't be happier. "With PrimePeel, we have the laser technology that we wanted." Backer shares. "We're helping our customers preserve food and save money with ease and convenience."

Additionally, Signature benefits from:

- 1 Reliable Opening Experience**  
Gone are the days of sloppy tears, Signature now offers easy-open packaging and peel and reseal technology, all in one solution. "Our clients can provide their customers with a better peel and reseal package experience because we're using PrimePeel," Backer says. Expanding on what helps provide that better experience, JC Tinoco, General Manager at FlexPak shares, "PrimePeel's unique adhesive creates tight seals for freshness but still allows for multiple openings and closings."
- 2 Risk Mitigation and Cost Savings**  
By bringing the operation in-house, Signature mitigates risk and doesn't have to worry about shipping delays or costs. But those aren't the only savings that Signature could realize. Tinoco explains, "Our customers realize significant cost savings because PrimePeel is so versatile and can help with many different packaging solutions. We're seeing customers accomplish four times the production volume because of its flexibility." Backer couldn't agree more, adding, "With PrimePeel, we can create openings for trays, flow wraps, and stand-up pouches all with one machine. We love that PrimePeel offers us versatility."
- 3 Time and Space Savings with Just-in-Time Manufacturing**  
The PrimePeel solution has enabled Signature to eliminate two weeks from the production timeline by bringing impressions in-house. Signature's clients are excited that Signature has vertically integrated the process because it can now

offer Just-In-Time manufacturing. With Signature making impressions as they're needed, Backer notes, "The process is a lot smoother and faster for our clients now that we have PrimePeel."

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#### Convenience

"Signature can provide the peel and reseal packaging solutions its clients want without the usual time and cost investment that a change in packaging normally requires.

The value of PrimePeel is that it offers a very simple reclosable feature that doesn't require any serious investment on the client's part," Backer shares. "American Licorice Company gets the packaging it wants without needing to change the design on Red Vines' packaging because we use PrimePeel."



## CONCLUSION

### Partnering with FlexPak Positions Signature Well for the Future

"Companies are constantly evaluating reclosable features, and having PrimePeel technology gives us additional flexible packaging offerings for our customers," Backer shares.

Looking toward the future, Signature anticipates more good things to come. "PrimePeel helps us open up so many opportunities," Backer says. "The versatility of the machine means that we can take on additional flexible packaging projects and micro perforating without needing to invest in other machinery."

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