

## CASE STUDY FLEXIBLE PACKAGING

# Superior Pouch Zipper

### THE GOAL:

Source, test, and implement a flexible packaging pouch zipper to provide a premium customer experience through numerous uses.

### THE CHALLENGE:

An international fragrance provider wanted to provide their customers with an improved zipper experience on a new line of bath salts. Frustrated by the reseal experience by standard pouch zippers they wanted to have a solution with easy close for a powdered product.

### THE SOLUTION:

Zippered pouches offer convenience to packagers and end-users, but when the zipper is difficult to close, the result is anything but convenient. A zipper that is frustrating when opening or closing can negatively impact the perception of the product within the pouch.

Fortis worked with the brand to source and test a zipper that provides a smooth experience. The new H2H zipper opens easily by pulling on the sides of the pouch. Closing the zipper does not require perfect alignment and provides an audible sound when complete. The quick and easy open-close eliminates the frustration with a standard pouch zipper.

Another feature that the brand required was a zipper suitable for powdered products. Because of the unique construction of the H2H zipper, powdered granules caught in the zipper fall back into the pouch and do not affect the sealing capabilities.

Fortis Solutions Group is ideally suited to provide your company with the same problem-solving solutions. Our technical sales team will evaluate your current situation and suggest improvements.

## YOUR PACKAGING ADVANTAGE



CONTACT US FOR MORE INFORMATION  
844-765-8867  
info@fortissolutionsgroup.com  
fortissolutionsgroup.com