

Flexible Packaging E-Book

Target your best prospects looking to to invest in flexible packaging equipment.

Stop chasing leads and start closing deals. Reach qualified buyers actively seeking packaging solutions like yours. Packed with actionable information, our Flexible Packaging E-Book is written by an industry-expert editor and empowers you to connect with active buyers.

Fuel your sales pipeline with contacts who download the e-book—all sourced from our pre-qualified database of packaging professionals.

3-month promotion includes:



Email campaigns



Social media campaigns



Digital ads and modal pop-ups on packworld.com

Articles include:

- Six Factors to Consider When Choosing Between Premade Bags and a F/F/S
- Best Practices In Flexible Packaging Development
- Vertical Form/Fill/Seal 101: Key Considerations
- Principle Flexible Packaging Performance Characteristics
- Common Pitfalls to Avoid On Bagging Machinery Projects

Flexible Packaging E-Book Lead Qualifying Questions

- Name
- Job title
- Email
- State
- Country
- Company name
- Primary Industry
- Job Duties

Please indicate all applicable job responsibilities:

- Package Design or Development/Brand Management
- Production/Operations/Quality
- Engineering
- Plant Management
- CEO/Gen Mgr/Other Senior Mgmt
- Logistics/Supply Chain Management
- Regulatory Affairs, Validation/Compliance
- Procurement
- Sales
- Other

Are there plans to build, expand or modify any physical plant infrastructure?

Select - yes or no

What product are you packaging?

Which best describes your primary industry or product?

- Food/beverage manufacturer
- Other packaged products
- Life Sciences/Pharma/Healthcare
- Packaging/processing supplier
- Cosmetics/personal care
- None of the above

Which flexible package type interests you? (select all that apply):

- Pillow bag
- Sachets/portion packs
- Stand-up pouch
- Stick pack
- Flow wrap
- Overwrap
- Thermoformed vacuum pack
- Vacuum shrink pack

Are you interested in using pre-made bags or film from rollstock?

- Pre-made bags
- Film from roll-stock
- Both
- Not sure yet

When do you anticipate having a need for new flexible packaging equipment at your facility?

- Within the next 12 months
- Between 1-3 years
- Just researching for the future

Price | \$5,600

For more information and to book your ad, contact your PMMI Media Group sales representative or sales@pmmimediagroup.com

