



# **Innovation trends in the packaging industry**

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## Poppack – packaging technology

Poppack is an American company who is very active in Japan and has been introduced in Japan as well as in other countries

Its particular and its proprietary “bubble” system that allows even old people to open the package without any effort and quickly.

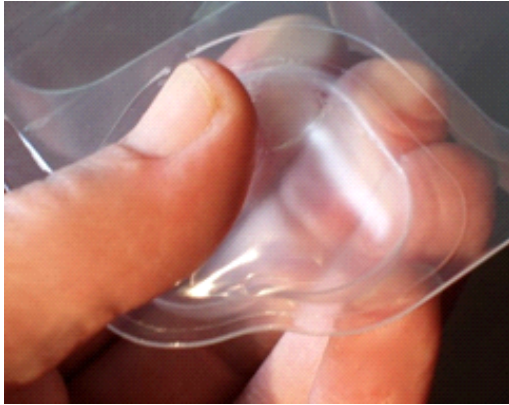


Photo 1. Kindly pushing the packaging



Photo 2. Opening without much effort

Link: <http://www.poppack.com/>

## Orihiro – T Pouch Series

Easy to use pouch packages for soups, beverage, energy drinks, chemicals, soy milk.



Photo 3. Sauce and Soups.



Photo 4. Soy milk

Link(in Japanese): [http://www.orihiro.com/machinery/onpack\\_t-pouch/](http://www.orihiro.com/machinery/onpack_t-pouch/)

## Hosogawa Kogyo - easy to squeeze pouch

High sealing power closure

Capacity from 50ml to 1500ml

Very easy to grasp and handle

Link (in Japanese): <http://www.hosokawa-yoko.co.jp/identity>



Photo 5. Energy drink packaged by Hosokawa