

# 6 reasons why coated packaging is a game-changer for your business

With its ability to protect, preserve, and enhance products, this innovative technology provides a barrier to moisture and continues to redefine standards for packaging excellence across a range of industries.

Discover the resilience and versatility of water-resistant coated packaging:

**1** Moisture resistance

Coated packaging acts as a barrier against moisture, effectively shielding contents from potential water damage.

This feature proves especially invaluable for products sensitive to moisture, including perishable goods like food items, delicate flowers, and even clothing.

By preventing water damage, coated packaging guards the integrity of these items, ensuring they reach consumers in optimal condition.



**2** Enhanced durability

The application of a water-resistant coating provides packaging materials with an additional shield of defence, bolstering their resilience against a multitude of potential hazards including tearing, punctures, and other forms of damage.

This heightened durability establishes the safe passage of products through the rigours of transportation, storage, and handling, ensuring they emerge unscathed and fully intact at their final destination.



**3** Extended shelf life

Through its effective moisture barrier, coated packaging helps to preserve the freshness and quality of products over a longer period.

This extends the shelf life of perishable goods, mitigating the risk of spoilage or degradation along the way.

By curbing the effects of moisture, coated packaging not only minimises waste but also elevates product quality, ensuring that each item reaches consumers as it should.



**4** Versatile applications

The versatility of coated packaging renders it an ideal choice across an array of products and industries, spanning from the realms of food and beverage to cosmetics, pharmaceuticals, horticulture, and beyond.

Its adaptable nature ensures suitability for an extensive range of packaging requirements, whether for individual consumer products or large-scale bulk shipments.

From safeguarding perishable goods to protecting eCommerce doorstep deliveries, coated packaging emerges as the practical solution of choice for diverse packaging needs.



**5** Consumer satisfaction

Coated packaging is indispensable for preserving the vibrant aesthetics and enticing appearance of various consumer goods.

This commitment to visual appeal enhances the overall consumer experience, ensuring that products retain their freshness and allure from the moment they reach store shelves or homes.


By positively influencing consumer perceptions, coated packaging not only protects items but also elevates satisfaction with the quality and presentation of the goods once received by consumers.



**6** Planet friendly options

Some water-resistant coatings are designed to be eco-friendly, utilising recyclable materials or biodegradable alternatives.

By choosing packaging that uses environmentally friendly coatings, businesses can reduce their impact on the planet and demonstrate their commitment to green practices.



Embrace the future of packaging with confidence, knowing that moisture-resistant coatings are leading the way towards a more environmentally conscious and secure packaging landscape.

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