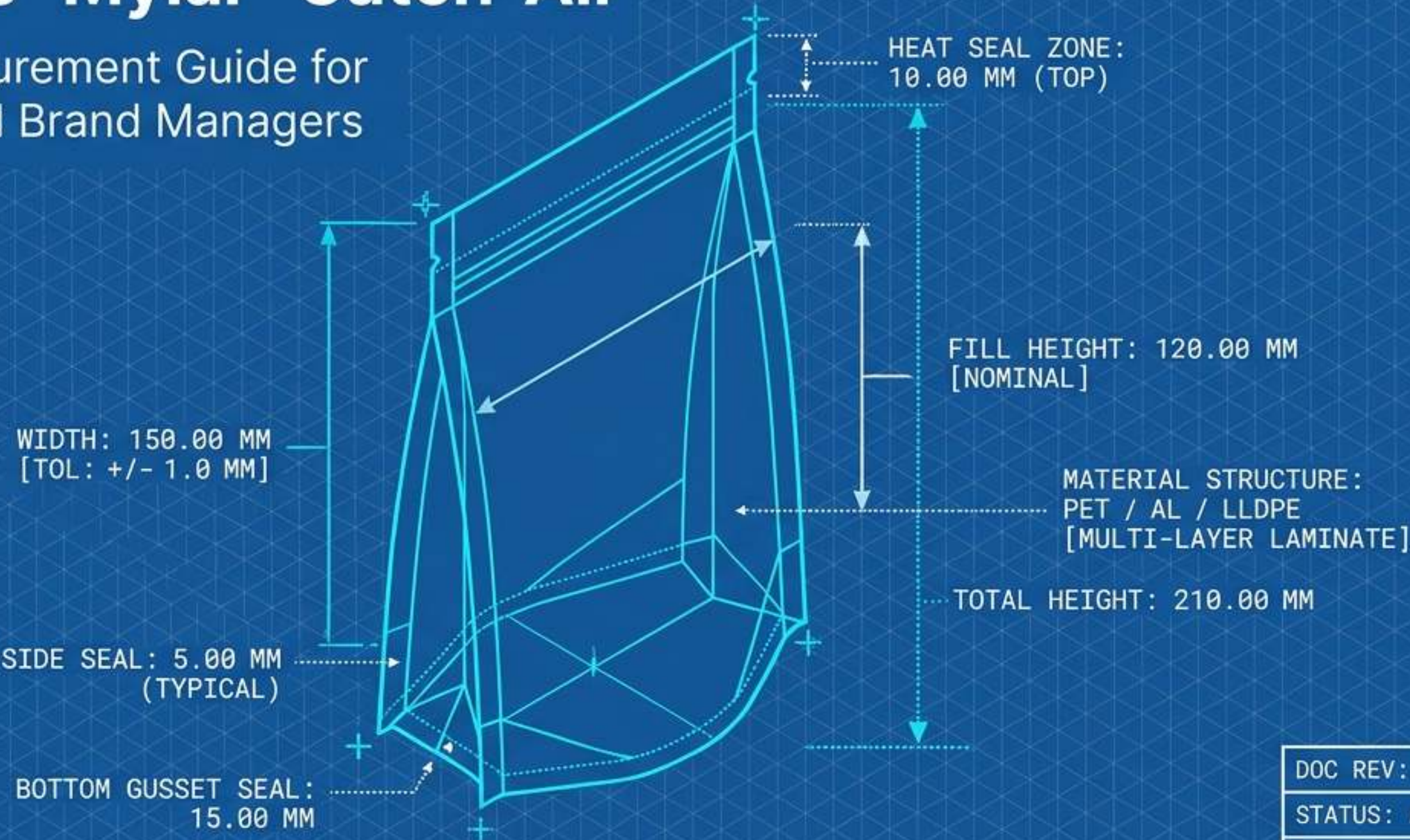


Specifying Flexible Pouches: Beyond the "Mylar" Catch-All

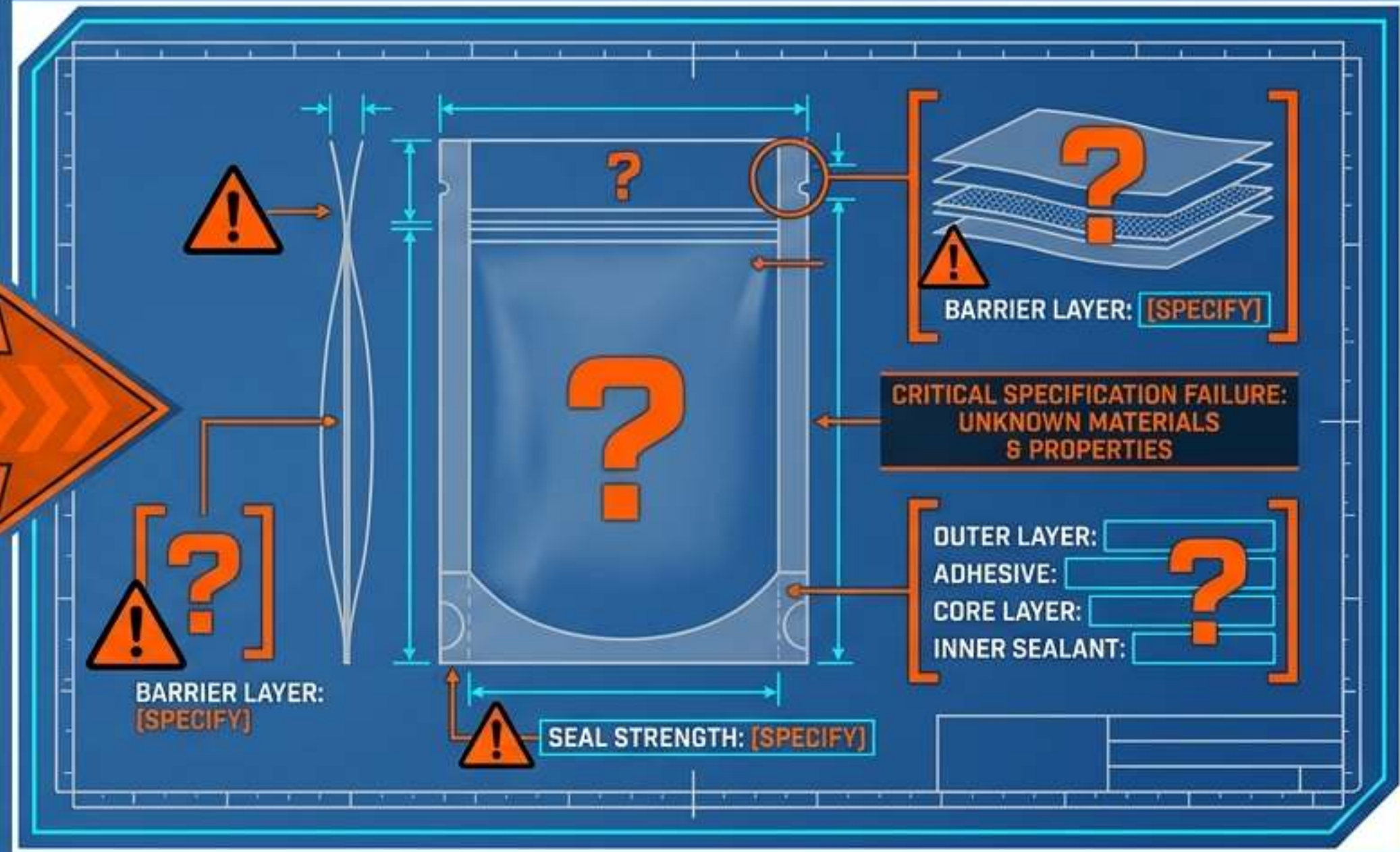
A Technical Procurement Guide for
Supply Chain and Brand Managers



DOC REV: 1.0
STATUS: APPROVED
SECT: PROCUREMENT

'Mylar' describes an appearance, not a specification.

I need
10,000 Mylar
pouches.



In market usage, 'Mylar' typically refers to flexible packaging with a metallized or polyester-based film appearance. Using this term as shorthand for a complete technical specification results in critical procurement failures. True material composition, barrier function, and finishing must be engineered to the product.



Positioning flexible film within the packaging landscape

Substrate Positioning Matrix	Base Material	Metallic Appearance	Self-Supporting Rigidity
Custom Flexible Film (Mylar)	Flexible Film	✓ High / Customizable	Requires product/gusset
Generic Flat PE	Polyethylene	✗ Low / None	Flat
Paper Pouch	Paper	✗ None	Variable
Rigid Tin/Tube	Metal	✓ High	Inherently Rigid



Custom flexible pouches deliver distinct film structures and visual metallic appearances while avoiding the weight and fixed volume of self-supporting rigid containers.

Never assume barrier performance based on a visual finish

The Assumption Gap

What You Say

I need a Mylar pouch.



What You Actually Need to Spec

- ☐ Is it oxygen-proof?
- ☐ Is it moisture-resistant?
- ☐ Is it light-blocking?
- ☐ Is it puncture-proof?
- ☐ Does it require food-contact certification?
- ☐ Must it be child-resistant or smell-proof?



WARNING: Critical surface, material, performance, or compliance requirements are completely **separate** from the term 'Mylar' and require rigorous sample testing and review.

The four pillars of a rigorous pouch specification

1

Core Product & Storage

Defining the exact physical nature of the fill.

2

Form & Mechanics

Profile, stance, and physical interaction.

3

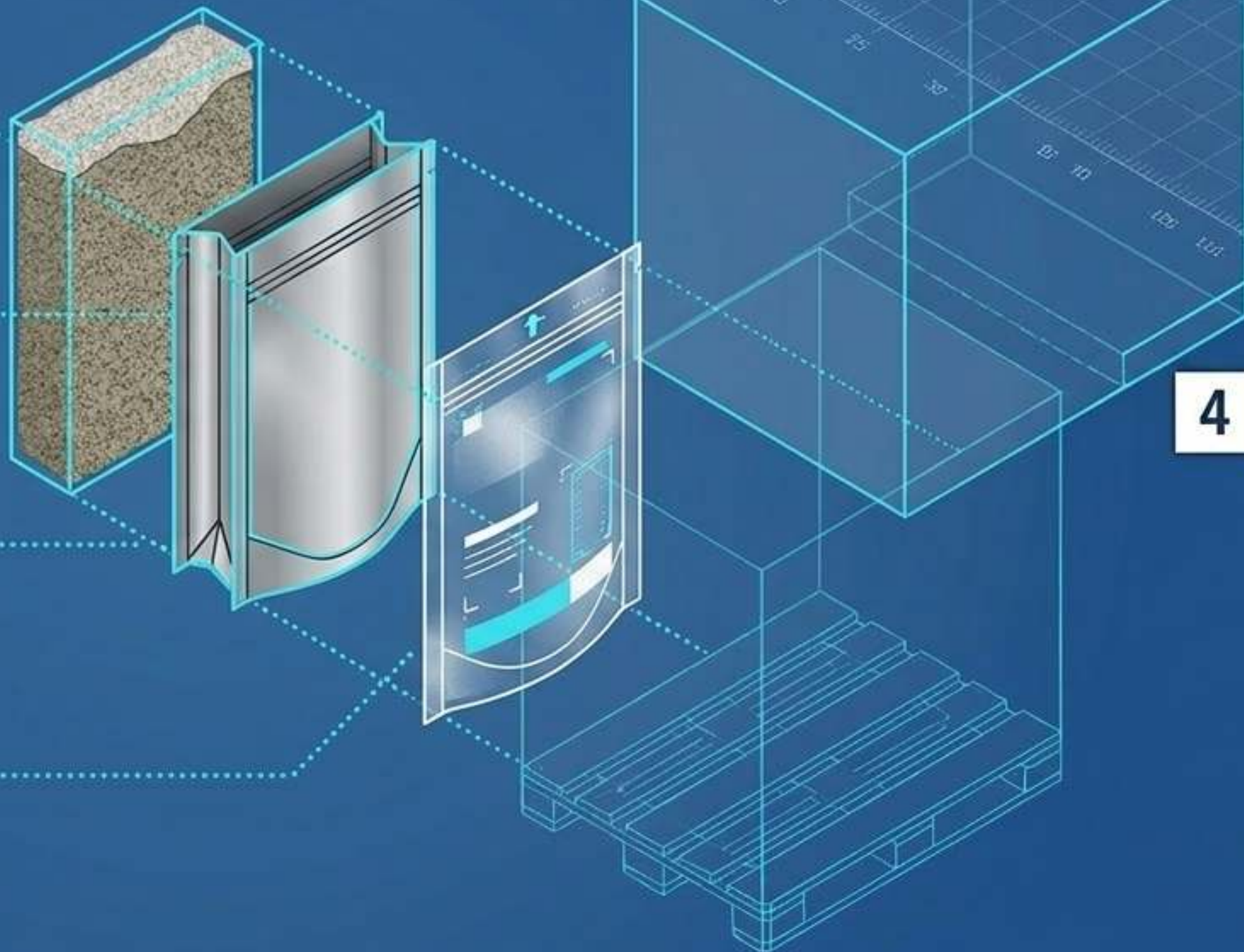
Surface & Artwork

Visual intent, finish, and printing constraints.

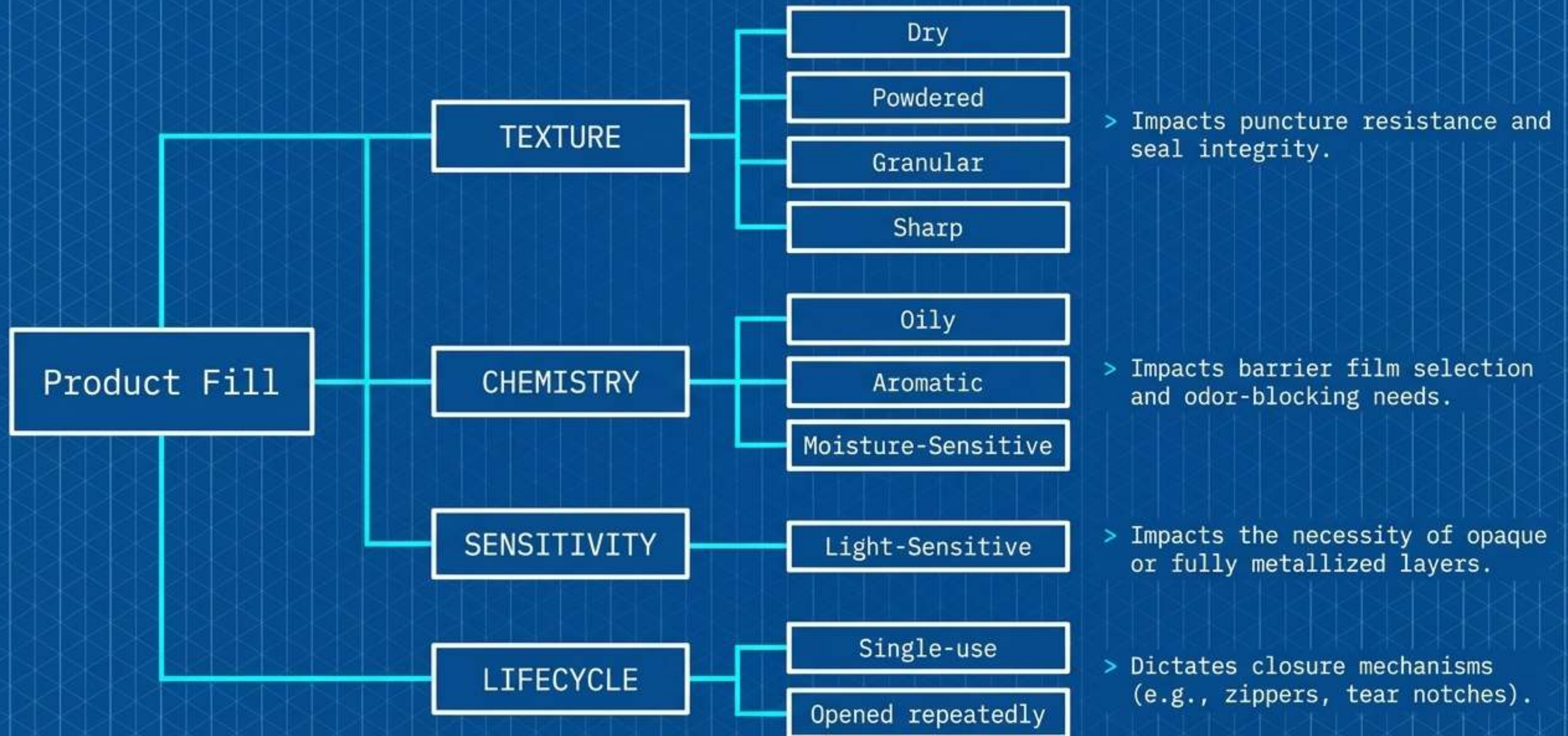
4

Macro Logistics

Packing routes and co-packer handoffs.



Layer 1: The physical state of your product dictates the substrate



Extreme processing and storage conditions require immediate disclosure



HEAT PROCESSING

Are you using retort or hot-fill machinery?

MARKINS 01
CODE: 2001



VACUUM EQUIPMENT

Will the pouch be subjected to negative pressure?

MARKINS 01
CODE: 2001



AUTOMATED MACHINERY

Requires specific friction coefficients on the film for high-speed filling.

MARKINS 01
CODE: 2001



REGULATED CONTENTS

Requires certified child-resistance or strict regulatory compliance.

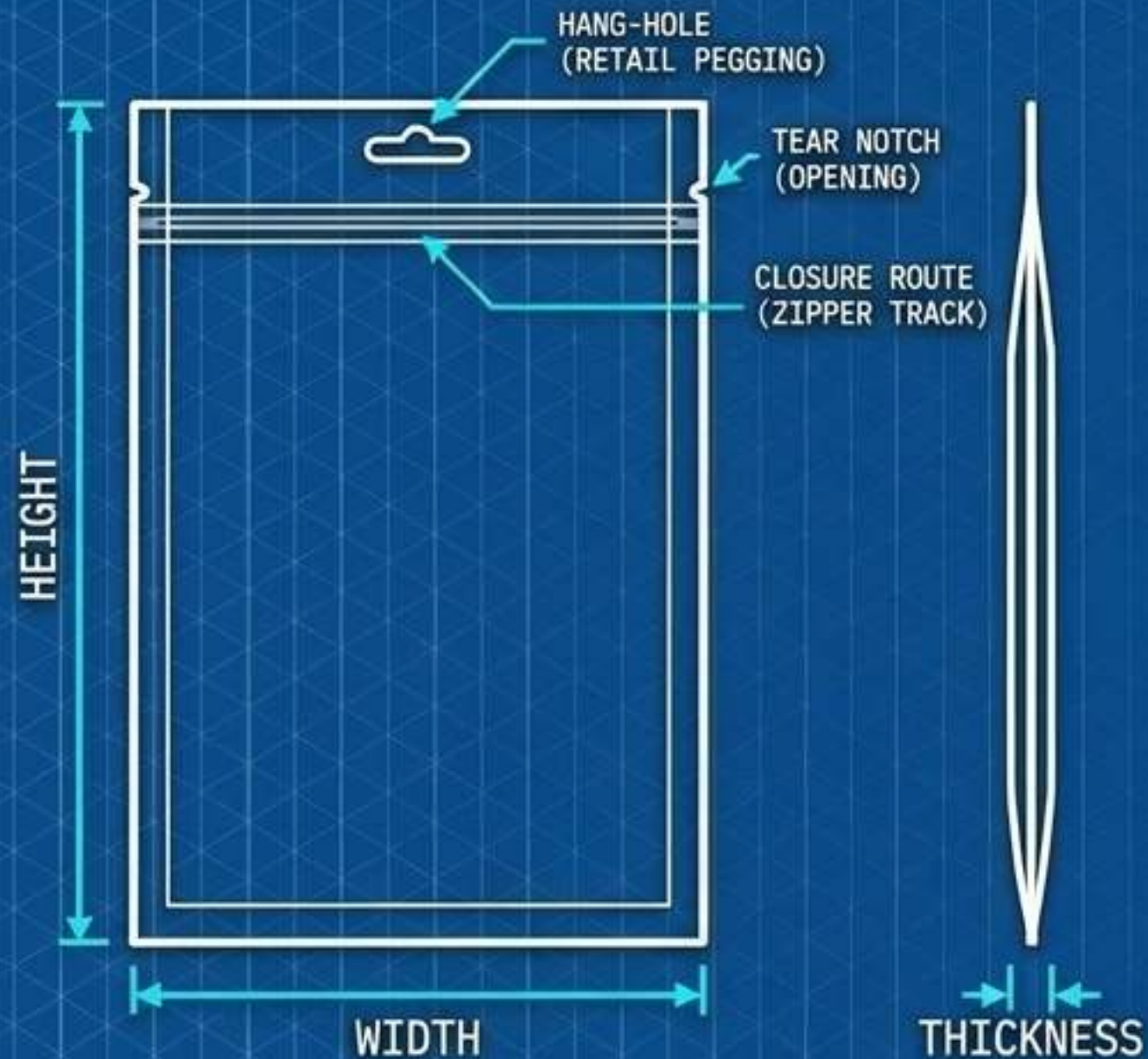
MARKINS 01
CODE: 2001



DO NOT ASSUME COMPATIBILITY WITH EXTREME ENVIRONMENTS BASED ON A POUCH'S NAME. SUPPLY THESE CONDITIONS EXPLICITLY IN YOUR RFQ.

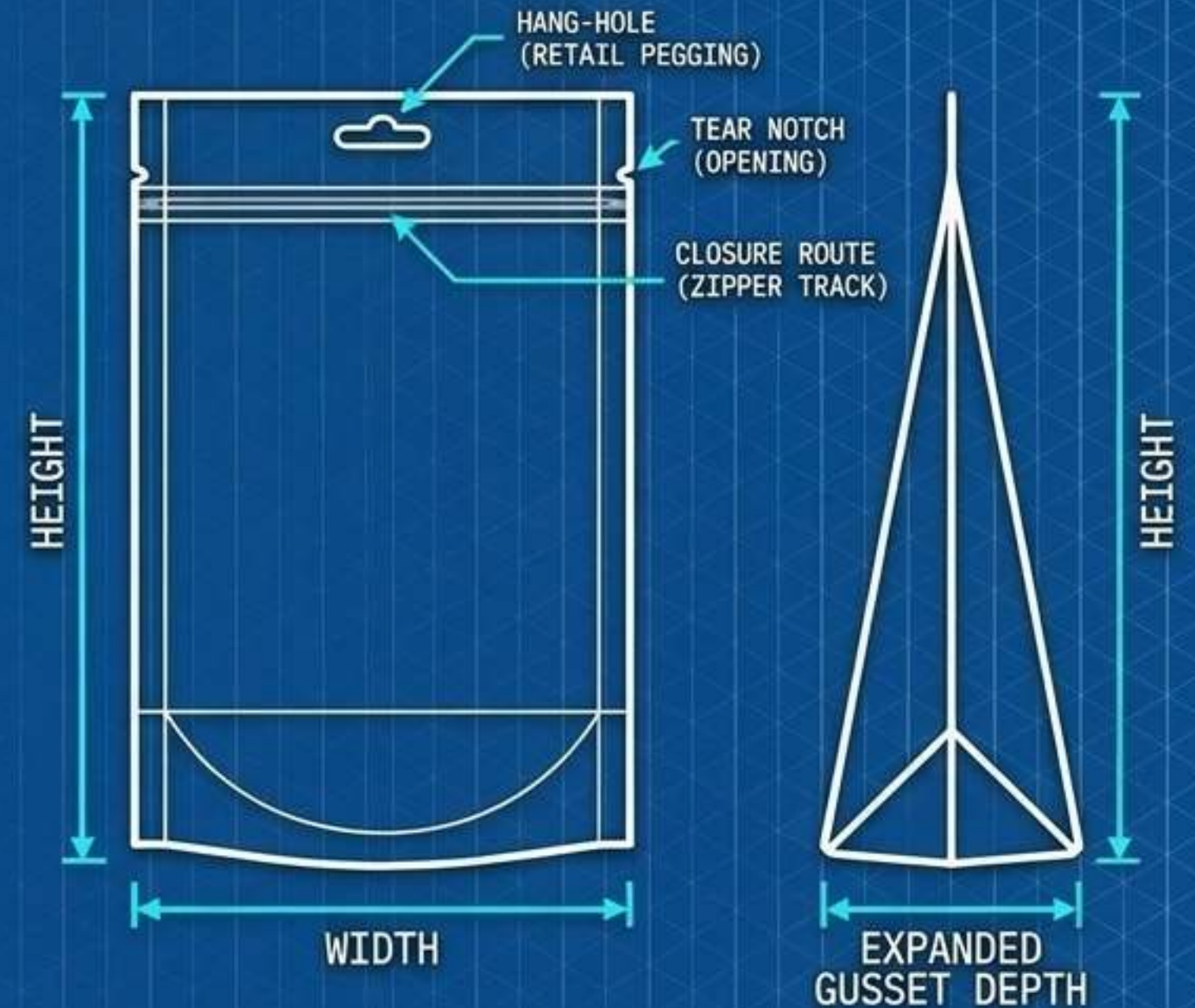
Layer 2: Determine structural profile and user interaction

The Flat Pouch



Ideal for samples, secondary organization, or laying flat in subscription packing. No inherent shelf stance.

The Gusseted Pouch



Incorporates a bottom or side fold. Required for intended shelf stance and primary retail display packaging.

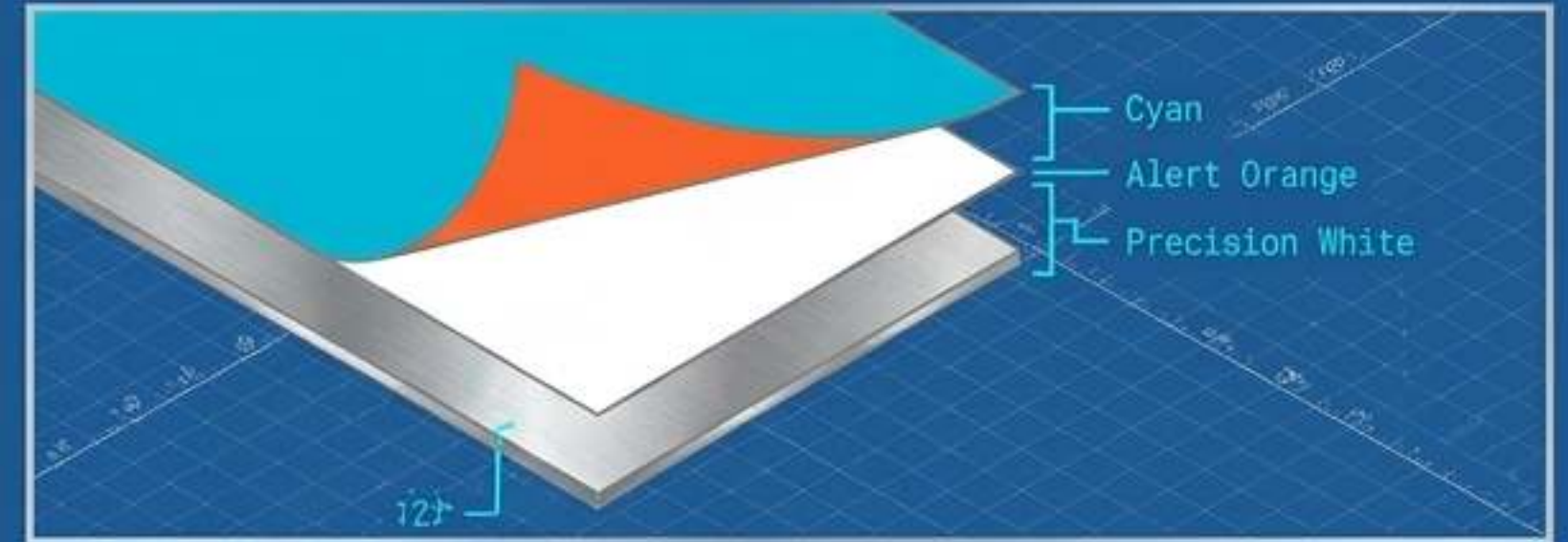
Layer 3: Define your visual intent and surface interaction

Reflective Priority



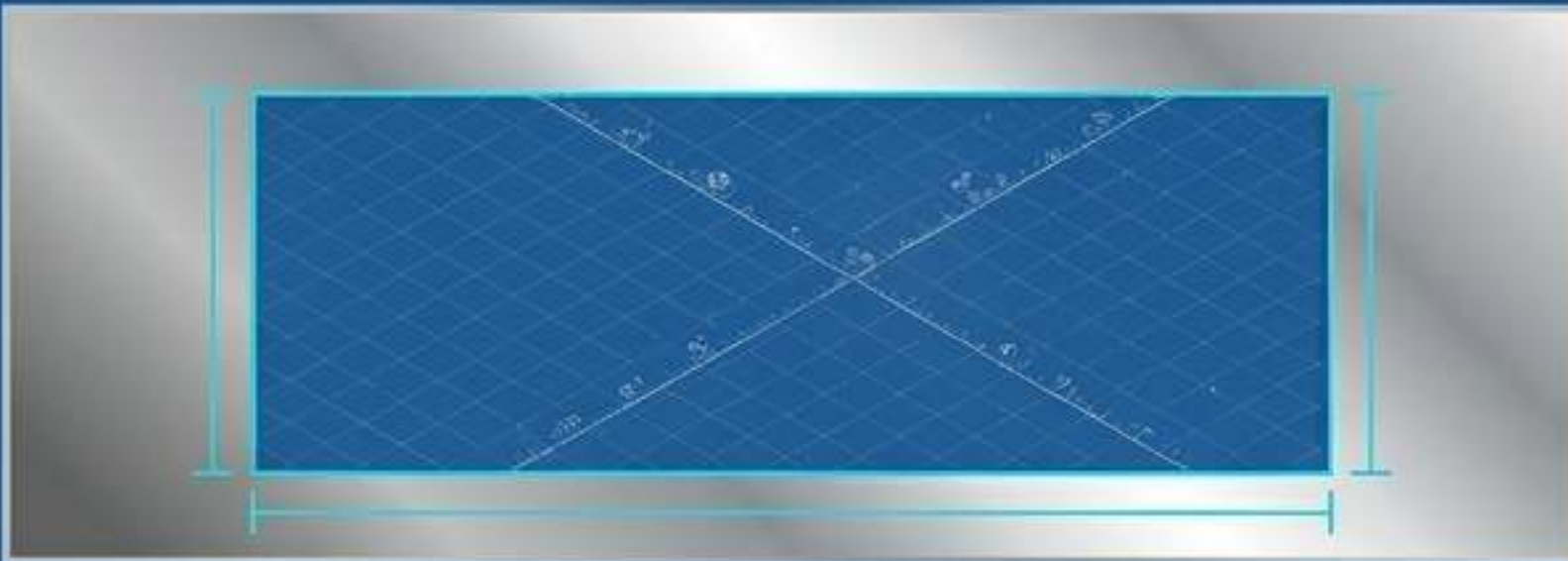
Maximizing the bare, reflective metallic appearance of the film substrate.

Color Accuracy Priority



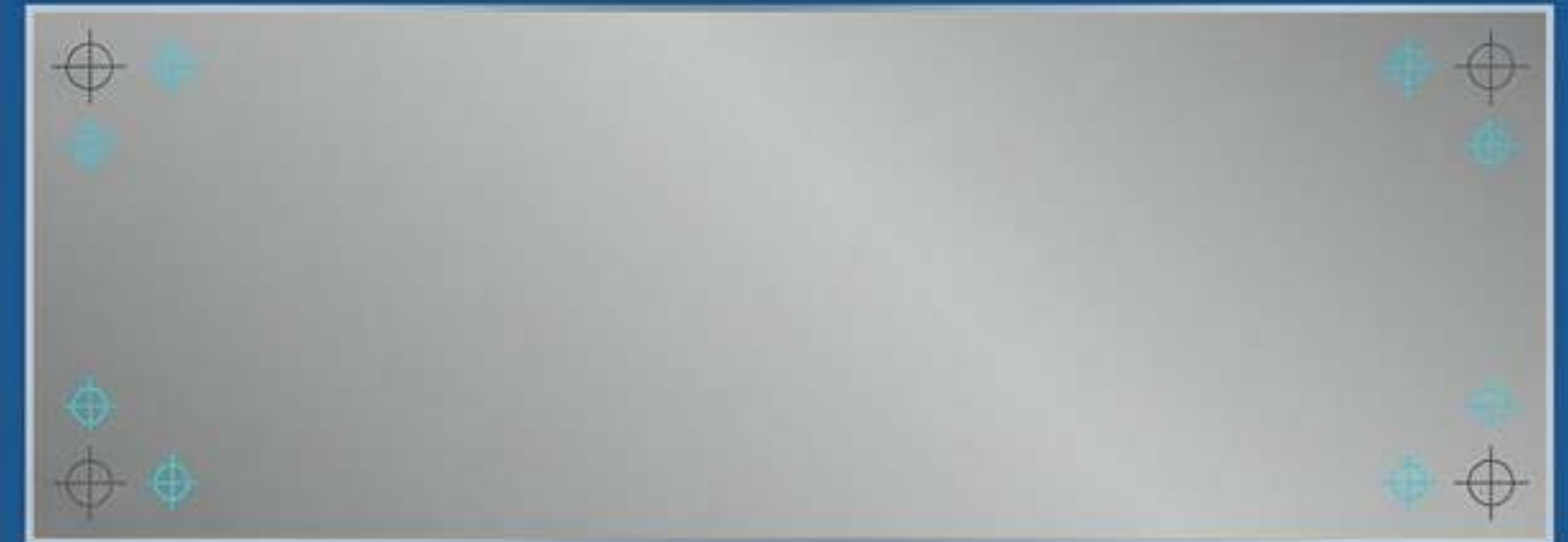
Requires a white-underprint layer beneath artwork to ensure brand colors do not shift against the silver substrate.

Visibility Priority



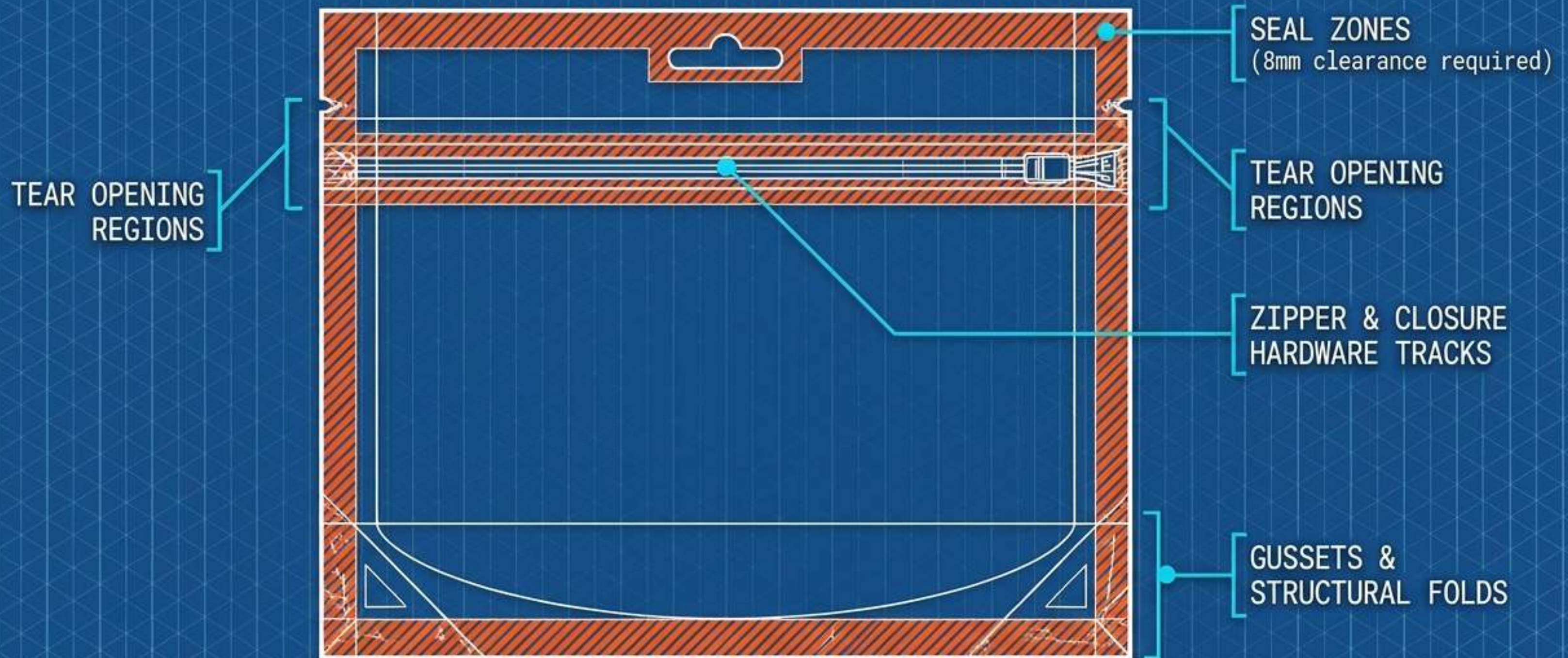
Incorporating unprinted, clear viewing areas (windows) to display the physical product.

Technical Priority



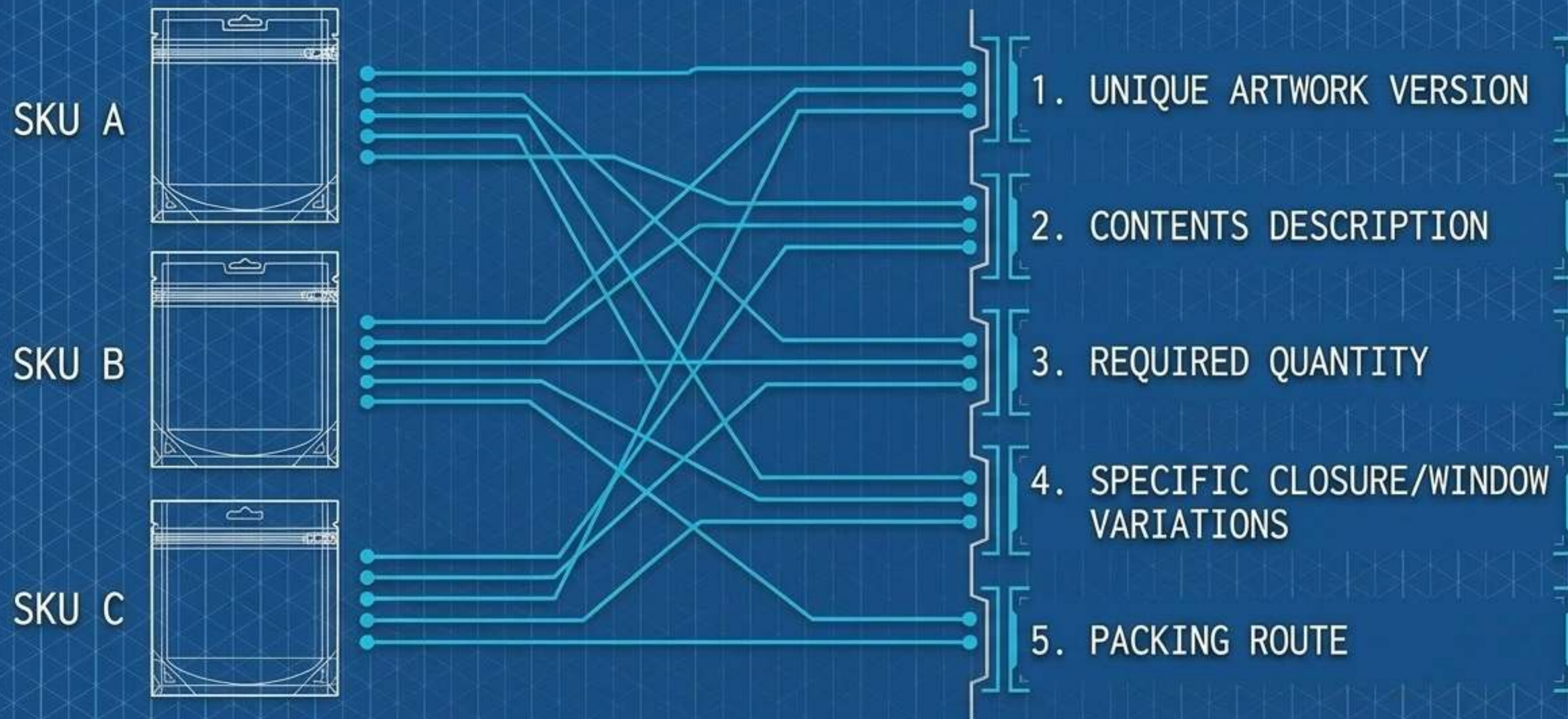
An unprinted, purely functional look, finished with matte or gloss varnishes for operational durability.

Artwork preparation: Respecting structural “Keep-Out” zones



RULE: Keep all critical text, barcodes, and variable data completely clear of seals, hardware, and folds. Define distinct front and back panels alongside expected label application areas.

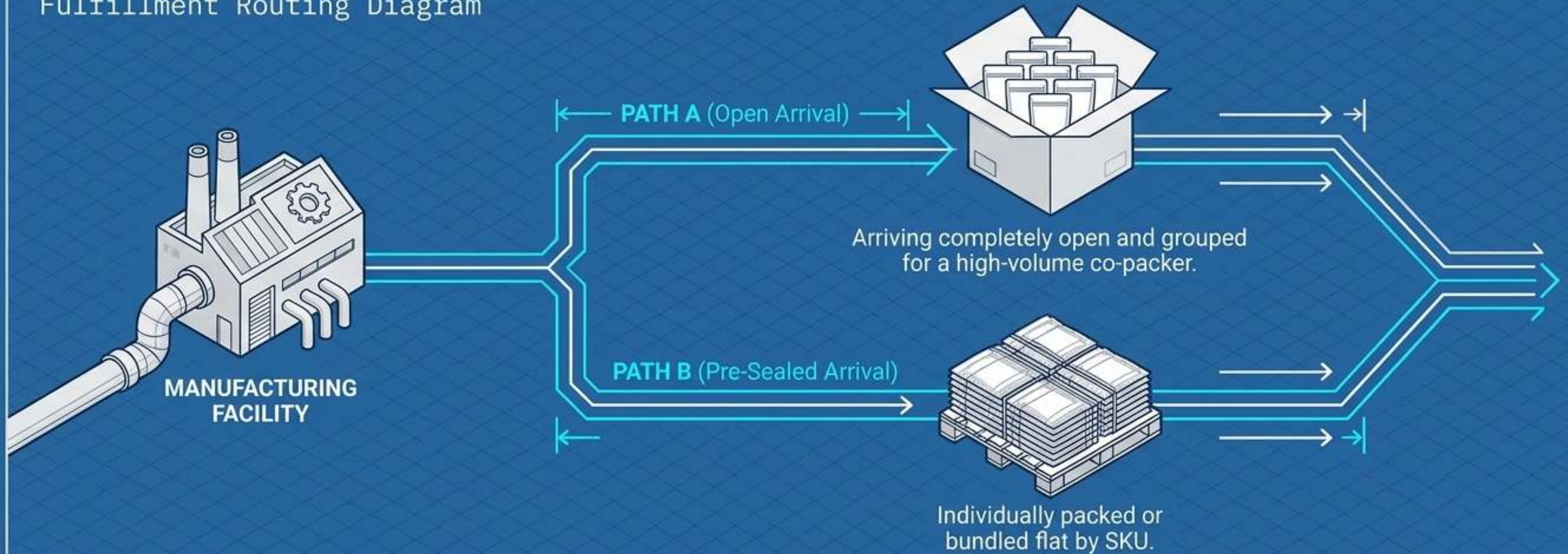
Mapping parameters across multiple SKUs



Variable Data Protocol: Clearly state whether variable data (dates, lot codes) will be printed directly on the film, applied via later labeling, or added post-filling.

Layer 4: Aligning arrival states with your packing logistics

Fulfillment Routing Diagram



Logistics Mandate: Quote requests must specify pouch size, configuration, and artwork versions. If finished pouches will contain sensitive products, clarify who handles the loading and the exact outer packing conditions required for transit.

Final commitments require physical validation.

Core Message

No material composition, barrier level, direct-contact status, shelf-life result, or safety certification is guaranteed by a preliminary quote or visual finish.



Action Item:

All critical surface, material, performance, or compliance requirements mandate rigorous sample review and laboratory testing before final commercial commitments are made.

The Custom Pouch RFQ Blueprint

QUADRANT 1: CORE & STORAGE

Describe contents, storage intent, fill method, and opening behavior. Flag aroma, light, moisture, oxygen, vacuum, or extreme process conditions.

TERMS: [AROMA] [LIGHT] [MOISTURE]
[OXYGEN] [VACUUM] [EXTREME CONDITIONS]

QUADRANT 2: FORM & MECHANICS

State target dimensions, pouch profile (flat vs. gusset), required seal areas, and physical closure concepts.

TARGET DIMENSIONS: [W x H x D]
PROFILE: [FLAT] / [GUSSET]
SEAL: [3-SIDE SEAL] / [SPOUT]
CLOSURE: [ZIPPER] / [TEAR-NOTCH]

QUADRANT 3: SURFACE & ARTWORK

Define what 'Mylar' means for this project (appearance, structure, or barrier). Identify clear windows, metallic areas, white-underprint needs, label placement, and SKU mapping.

MYLAR DEFINITION: [APPEARANCE] / [STRUCTURE] / [BARRIER]
CLEAR WINDOW: [POSITION]
METALLIC: [AREAS]
WHITE-UNDERPRINT: [REQUIRED]
SKU MAPPING: [LIST]

QUADRANT 4: LOGISTICS & VALIDATION

State quantities and precise packing/fulfillment requirements. Formally request physical samples and laboratory testing review for all critical requirements.

 VALIDATION MANDATE: [PHYSICAL SAMPLES] +
[LAB TESTING REVIEW] FOR CRITICAL REQUIREMENTS.

QUANTITIES: [MOQ]
PACKING: [BULK] / [INDIVIDUAL]