In addition to providing quality products, Flair offers services that benefit our customers in all aspects of flexible packaging. Flair employs a talented team of packaging engineers and scientists who are able to meet today’s research and development challenges utilizing our state-of-the-art laboratory. We manufacture the safest and highest quality films, bags, and pouches while also possessing the design and print management capabilities to create enticing graphics that make your packaging stand out.

Flair’s Research and Development team is continually exploring new film structures, while our trained field service technicians are also available to optimize and troubleshoot your packaging line and equipment. We have established a Brand Color Management (BCM) system that encompasses the entire print process, including everything from artwork creation to the final product print. Utilizing quality tests and sample checks throughout, Flair delivers exceptional rotogravure printing and can provide evaluation reports demonstrating color accuracy. Whatever your product or processing conditions, Flair is your complete packaging partner providing you with excellence in flexible packaging solutions.

VALUE-ADDED SERVICES

Value-Added Services
- Custom engineering capabilities
- 10 color rotogravure or 3 color surface printing
- Brand Color Management system
- Graphics and design
- Packaging consulting
- Technical research
VALUE-ADDED SERVICES

Printing Capabilities
With more than 20 years of experience in rotogravure printing, we take the care to precisely create our customers’ products according to their specifications. The BCM system keeps Flair involved every step of the way, from artwork review and hard proofing to final printing and quantitative color evaluation. Spot colors and process image colors are carefully analyzed and customized where necessary to ensure proper reproduction on the initial print and future reprints. Electronic verification proofs, color match proofs, CIE L*a*b* value referencing, and multiple quality checks throughout help to control the process and deliver color consistency on each order. Tested and rated highly by our customers, our BCM system allows Flair to be deeply involved to match the colors and final packaging arrangement to help differentiate your product.

In today’s competitive packaging culture, reverse rotogravure printing is the most sought after print process for numerous reasons. The ink is trapped between two layers of film so the integrity of the image is protected from scrapes, scratches, and fading, while customers still have the ability to specify any and all necessary film functions (oxygen and moisture barriers, physical resiliency, UV protection, and more) at the lowest possible cost-to-performance ratio. Flair supervises the technical side of image production to ensure the clarity and detail of the final image matches the original vision. To this end, our specialists monitor every detail of the production process to ensure that cylinders are produced according to specifications.

Process Management
Flair has established a detailed Process Management procedure to ensure that each package is completed precisely to our customers’ specifications.

- Step 1. We customize the packaging film structure based on required shelf life, machinability, production process (including boiling, pasteurization, and retort), distribution, and storage requirements.
- Step 2. We help to determine the precise package size by creating handmade mock up samples.
- Step 3. We test film for machinability, M/C speed/productivity and C.O.F., as well as seal temperature and integrity.
- Step 4. We provide precise instructions for our plants, including specifications on the pouch dieline, roll winding directions, eye-mark positions, and box marking.

At each step along the way, our engineers are there to ensure every requirement is met and that our customers are completely satisfied with the final product.

Research and Development
Flair’s Research and Development team consistently conducts research to keep up with the latest standards, materials, and technologies:

- Exploring film and resin modifications and new structures, including developments in sustainable packaging.
- Analyzing films in our labs to determine structures and provide detailed film specifications.
- Maintaining the highest quality control and food safety compliance, meeting the most rigorous CFIA, USDA, and FDA requirements and guidelines for the packaging industry.

File Management
- Submit dieline and image layout
- Analyze color matching and film output according to our color profile

Printing
- Control printing cylinders

Printed with rotogravure cylinders provides crisp and vibrant images