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Compost Tea Goes Greener with Fitment Pouches

(Appleton, Wis.) – A specially blended compost tea for environmentally conscious gardeners is reaping the benefits of a switch to a greener, more cost effective flexible packaging structure. According to John Perrino, co-founder and chief operating officer of Vermicrop Organics of Rockin, CA, the company switched to a spout-and-pouch combination, or fitment pouch, designed by Flair Flexible Packaging as a solution to a very expensive and labor-intensive distribution system. “The garden shops that sell our VermiT Solution each have their own brewers so they can brew on site. We used to have to send them our kits, which included the empty bottles in half or whole gallon sizes, for filling. We’d manually label each of the bottles in our warehouse. The time, the cost of warehousing empty bottles, and the shipping expense were unsustainable.”

The new half-gallon triple-layer laminated pouch with a 22mm recloseable/reusable pour spout fitment now enables Vermicrop Organics to design vibrant eight-color graphics onto the pouches. They are able to warehouse one shipment on less than two pallets – the equivalent of a full truckload of their old rigid bottles.

Perrino likes the beautiful packaging, but he likes the dramatic decrease in shipping costs for the kits even more. “We are now shipping flat, unfilled pouches instead of rigid bottles. No one else in the organic gardening industry is doing this – selling their compost tea in a pouch. It speaks to the heart of our mission, to discover innovative ways to make meaningful change.” Vermicrop Organics distributes a full line of nature-inspired horticultural inoculants and growing media throughout the United States, Canada and portions of Europe.

As packaging consultants, designers and producers, the team at Flair Flexible Packaging works with customers to determine pouch and closure design to meet any given product’s size, temperature and

display requirements. More information is available at www.flairpackaging.com or by calling (920) 574-3121 from within the United States or (403) 207-3226 from within Canada.

Photo Caption: Vermicrop Organics is able to warehouse one shipment of its fitment pouches on less than two pallets – the equivalent of a full truckload of their old rigid bottles.

For the Editor: A privately held company founded in 1992, Flair Flexible Packaging is an innovative global designer, converter, and distributor of flexible packaging. The company's expertise includes a wide array of flexible packaging structures including pouches, bags and roll stock such as lidding and forming films. Our packaging solutions are enhanced by vibrant high quality 10-color reverse rotogravure graphics, custom perforations, notches, degassing valves, spout fitments and resealing alternatives. Multi-layer laminated and co-extruded film structures are specifically researched and developed to successfully package, preserve and market products for a variety of applications. Industries served include food and beverage, tea and coffee, health and beauty, pet food, cleaning solutions, lawn and garden and medical, industrial and chemical. In addition, Flair offers its customers a full range of technical flexible packaging consulting services, creative design services and professional print management. Flair both sources and converts high quality cast and blown films at its plants in Calgary, Canada; Houston, Texas; and at partner plants near Seoul, South Korea. The company operates its own sales, converting and distribution centers in three domestic centers including Appleton, Wisconsin; Houston, Texas; and Vancouver, Washington. More information is available at www.flairpackaging.com.