

# A (Shelf) Life Well-Lived:

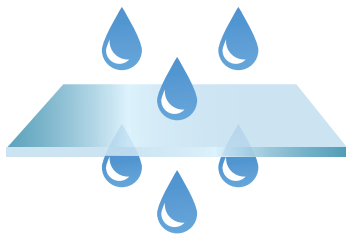
## Improving Product Longevity

*The right barrier packaging can provide optimum shelf life for your product. Here are three steps to choosing the best option.*

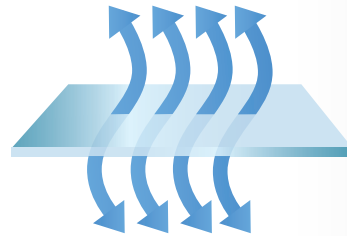
### 1

## Know the Environment in Which Your Product Thrives

Packaging provides a protective barrier for what's inside. Frozen products can be susceptible to freezer burn. They require higher barrier films to help reduce the transfer of oxygen and moisture. Products like bread need more permeability to allow for off-gassing.



**Moisture vapor transfer rate (MVTR)**

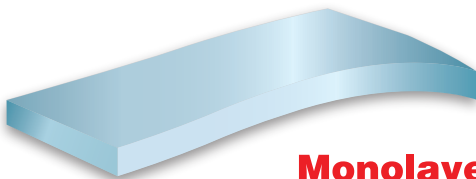


**Oxygen transfer rate (OTR)**

### 2

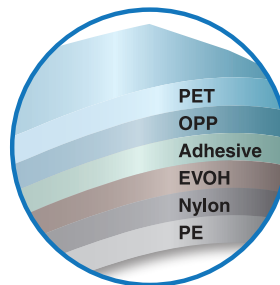
## Understand Which Film Meets Your Needs

There are limitless combinations of films to address every packaging need. Most fall into one of two categories:



### Monolayer

- Single substrate film
- Some permeability
- Economical and sustainable



### Multilayer

- Multiple substrate film
- Higher barrier properties
- Very few are recyclable

### 3

## Consider All Factors

- Film stiffness
- Puncture resistance
- Freezer safety
- Sustainability
- Printability
- Barrier
- Clarity
- Sealability

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