

PRODUCT GUIDE

# C-Thru™ Display Bags

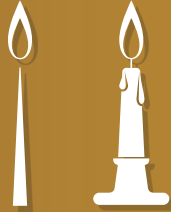


# C-Thru™ Display Bags

The Perfect Balance of  
Product Visibility & Branding Impact



# Evolution of Bakery Display Packaging:



"Get 'er Done Era"



"Stack 'em Up Era"



"The Renaissance Era"



## Box It Up Packaging

- Classic but lacks visibility for merchandising on shelf
- Large package footprint limits potential merchandising areas
- Requires two hands to pick up for "grab-n-go"
- Large bulk size can make it difficult to pack with other items into carryout bags



## Rigid Plastic Packaging

- May project institutional or "made offsite" appearance to products
- No printable surface for logos, designs or branding to differentiate the package when grouped together in bulk
- Paperboard sleeves, labels or brand stickers may limit intended visibility of product
- Large package footprint limits potential merchandising areas



## G-Thru™ Display Packaging

- Wide-view panel window focuses consumers eye on product to increase impulse sales
- Projects artisan "home-made" appearance which adds to product appeal
- Dubl Fresh® barrier paper controls air flow and locks in freshness when bag is sealed
- Design provides a perfect balance of branding and product visibility for increased sales
- Paper bottom patch seal improves product freshness and bag stability for merchandising
- "Grab-n-go" design can be secured with one hand for improved customer convenience



## Dubl Fresh® Paper

### PERFORMANCE FEATURES

- Locks in moisture but also controls the airflow to extend the freshness of bakery products when the bag is folded twice and sealed with a label
- Wax-free barrier paper technology also provides a smooth surface to the paper which can improve the look & quality of custom print designs

# C-Thru™ Display Bags:

## A Closer Look at the Innovation

**Lock in freshness** by sealing the top of the bag with two consecutive one inch folds

**Custom bag sealing capabilities** using a Tac Label adhesive closure system

**Large wide-view display window** provides superior visual product merchandising to increase impulse sales

Made with durable **Dubl Fresh® paper** which extends food freshness when bag is sealed

Provides **perfect balance of product visibility and a smooth printable surface** for logo and branding

Custom print from **1 to 8 color** including **CMYK process** available



**Bag bottom is reinforced and sealed with a paper patch** for added stability and improved barrier

**Bottom patch may be printed** with a one color UPC or random pattern design

## C-Thru™ Produce Display Bags

"Grab-n-go" style package with wide-view panel window is perfect for produce merchandising



Ideal for produce items that require minimal in-store rehydration

## Innovative Market Solutions

- Perfect size for cross-merchandising products into other departments to drive impulse sales
- Innovative design projects hand-packed artisan image
- Wide-view panel window focuses consumers eye on product to increases impulse sales
- Paper bottom patch seal improves produce freshness and bag stability for retail merchandising

## C-Thru™ Retail Display Bags

Innovative "grab-n-go" design can be secured with one hand for improved customer convenience

Smooth paper printing surface for improved image quality of retail print designs



# Self-Serve Solutions

## Security & Loss Prevention

Wide-view panel window provides clear view of package contents at checkout

Minimizes embarrassment of asking customer to open self-serve package

Built-in store security feature aided by visual display of contents inside

Stands up easily for employee to grab, scan and inspect quickly to maintain fast checkout while improving loss prevention



# "Grab-n-Go" Solutions

## C-Thru™ Meals To-Go

Wide-view panel window focuses consumers eye on product to increase impulse sales

"Grab-n-go" design can be secured with one hand for improved customer convenience

Projects artisan "home-made" appearance which adds to product appeal



# Stock C-Thru™ Display Bags

## Stock Bags In Three Convenient Sizes

Extends product freshness when bag is sealed

Innovative vertical window runs the entire length of the bag to provide a full view of the contents

Complete visual display of contents aids in impulse buying and store security

Offered in three convenient sizes for a wide range of merchandising needs

Multiple sizes can be merchandised together to provide a family package design option

Reinforced paper patch bottom adds extra strength to keep contents secure inside the bag



Item #	UPC #	Description	Dimensions	Case Pack	Case Weight	Case Cube	Cases/Pallet	Pallet TI HI
300237	10072181002378	C-Thru™ Display Bag 4lb Dubl Fresh® Natural	5 x 3 x 9.5	500	11#	1.02	40	8x5
300238	10072181002385	C-Thru™ Display Bag 6lb Dubl Fresh® Natural	6 x 3.5 x 11	500	14#	1.34	32	8x4
300239	10072181002392	C-Thru™ Display Bag 10lb Dubl Fresh® Natural	7.25 x 4 x 13.5	500	21#	1.37	24	6x4



## Custom Solutions

### Custom Print Capabilities

Up to 8 color custom line or process print

Bottom patch can be printed with a black random design

Contact your local Bagcraft® or Novolex™ sales representative to request samples of our stock bags or learn more about our custom print capabilities and minimums

Visit: [novolex.com](http://novolex.com) for more information



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- Paper Bags
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