

brand owners

roasters

consumers



 PrimeVent<sup>®</sup>  
Coffee Degassing Vent

**Eco-friendly, cost-saving solution for longer shelf life and best flavor retention.** Brought to you by FlexPak Services.



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From crop to cup, the coffee industry is on a mission to reduce its carbon footprint. For coffee roasters, that means focusing on the triple bottom line — not only reducing operational costs to boost profits but also adopting sustainable and socially conscious practices.



## Good for Business. Good for the Planet.



In a highly competitive market, coffee roasters can no longer differentiate on flavor alone. While product quality and performance remain highly important, today's consumers want — and expect — much more.

### Consumer Demand for Sustainability

- 83% of consumers say it's important or extremely important for companies to design products that can be reused or recycled<sup>1</sup>
- 72% of consumers say they're buying more environmentally friendly products compared to five years ago<sup>1</sup>
- Coffee consumers say they're willing to pay a lot more for coffee certified with an eco label<sup>2</sup>

(Sources: 1. Accenture 2. Specialty Coffee Association)

Coffee roasters have an opportunity to differentiate and respond to consumer demands with eco-friendly packaging. FlexPak's PrimeVent® Degassing Vent is a unique, technical solution that not only improves sustainability but also delivers superior coffee performance and extended shelf life while boosting operational efficiency and saving costs.



# High-Performance, Laser-Enabled Technology.

PrimeVent is a unique alternative to weld-on degassing valves — a fully recyclable, pre-applied, oil-free solution that ensures a longer shelf life. The venting technology features advanced laser processing techniques and a pressure-sensitive vent that automatically releases gases from the packaging.

## **Flexible, one-way degassing:**

Patented technology creates a continuous flow that eliminates oxygen exposure and improves coffee performance thanks to laser-enabled microchannels that vent out CO2 and block oxygen entry.

## **Fully recyclable:**

PrimeVent reduces the usage of plastic and mechanical components, as well as overall material use.

## **Immediate packaging:**

Minimum venting requirements allow for immediate packaging after coffee roasting, minimizing environmental exposure.

## **Simple, fast application:**

Pre-applied vent doesn't require welding, saves on labor, and improves production efficiency.

## **Reduced operational complexity:**

Complete all-in-one, pre-applied degassing solution eliminates the need of labor and for roasters to source valves, equipment, and materials from multiple vendors.

## Design features:

- ① Premium, low-surface-energy, food-grade, pressure-sensitive adhesive with no oils
- ① Can be configured to any type of roasting process, weight, grind, and packaging
- ① Pre-engineered vents from fractional packages up to a variety of different weights
- ① High-grade, thin vent thickness of 0.00585 inches (0.15 mm)
- ① Small vent footprint diameter of 0.63 inches (16 mm)



# Market-Leading, Innovative, Eco-Friendly Packaging.

Sustainability is driving changes to single-use packaging. High consumer awareness about packaging waste and its impact on pollution has prompted fast-moving goods companies — including coffee roasters — to act quickly and implement environmentally friendly practices.



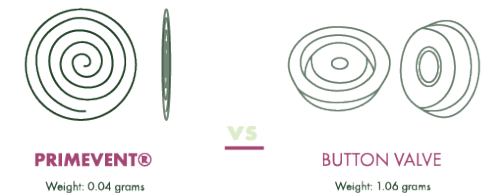
The top packaged goods manufacturers and retailers are focusing their sustainability commitments on three areas:<sup>2</sup>

- Full recyclability and higher degree of recycled content in packaging (60% of top 100 fast-moving consumer goods companies)
- Reduction of packaging and plastic usage, including weight reduction of packaging (26%)
- Innovative use of packaging, including partnerships with suppliers to reduce plastic consumption and find more alternatives (14%)

2. Source: McKinsey & Company

**FlexPak's PrimeVent degassing solution** delivers on all three of these sustainability priorities — greatly reducing plastic usage and waste. Unlike most solutions on the market — heavy, bulky, and unreliable button valves — PrimeVent is lightweight, compact, and simple.

**96.4%** plastic savings when using PrimeVent over a traditional plastic button valve.



# Superior Coffee Flavor, Longer Shelf Life

PrimeVent's proprietary technology locks in flavor while locking out oxygen and water vapors. The multilayered vent structure contains specially engineered microchannels, created by laser technology. These microchannels automatically release carbon dioxide from the sealed package and trap the larger, volatile aromatic coffee molecules.

Unlike alternative mechanical degassing solutions that may malfunction or allow oxygen to get inside the bags, our solution provides reliable venting that reacts to the pressure inside the pouch to create constant and positive, one-way gas flow.



**The result is superior product performance that's unparalleled on the market. And you don't need to wait for off-gassing the coffee for several days after roasting to fill your bags.**

- Fill and seal the coffee immediately after roasting it.
- Extend your product's shelf life and freshness.
- Ensure best coffee aroma and flavor profile.

## Specific degassing rates are available for:

- Whole beans
- Medium, coarse, and fine grind
- Arabica and Robusta
- Light or dark roast
- Your own specifications

# Improve Operational Efficiency, Lower Costs.

PrimeVent comes pre-applied in a roll stock, removing the labor of assembling multiple components. You also gain the added convenience of only working with one supplier — the turnkey solution eliminates the need to source the various components from multiple vendors.

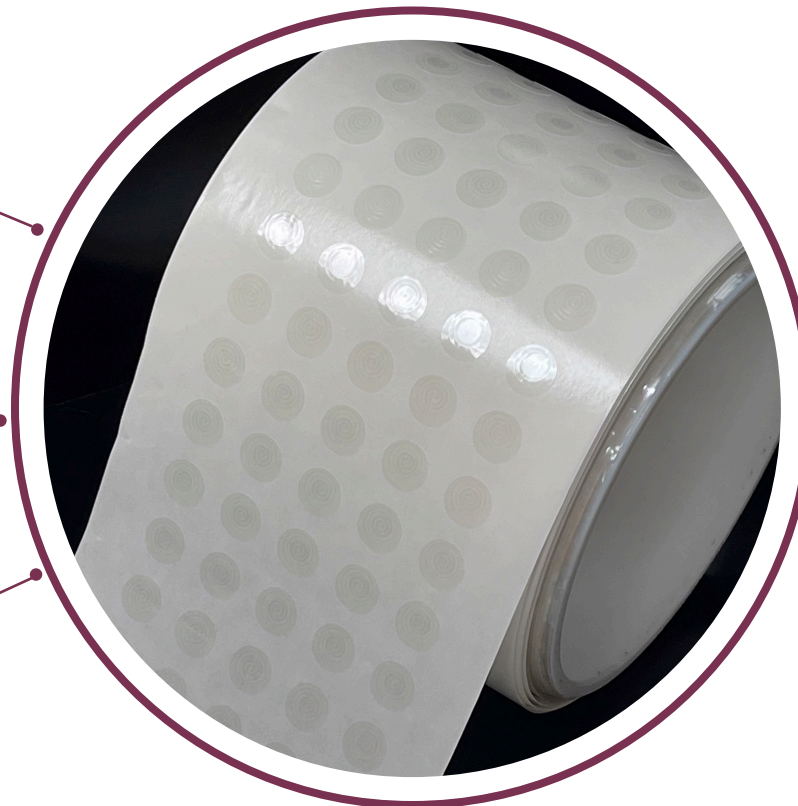


**The highest-performing degassing solution on the market, PrimeVent lowers your costs by:**

**Fast, simple application**

**Ready for continuous form-fill-seal or pouch production**

**Doesn't require welding or assembly**



- Reducing work-in-progress — you can package immediately after roasting
- Removing capital equipment expenses, valve inventory, and long-term valve contracts
- Decreasing setup time, downtime, and maintenance costs
- Saving up to 20% of film per package
- Improving production throughput and overall efficiencies
- Cutting labor costs
- Increasing capacity by enabling any available vertical form-fill-seal machine

# Four Ways to Implement the PrimeVent Degassing Solution.



## 1. Engage FlexPak Services for product development

The experts at FlexPak will collaborate with you to develop an end-to-end solution, including design and material sourcing.

## 2. Buy pre-made coffee bags or pouches from FlexPak

FlexPak will produce your packaging with vents applied at our state-of-the-art, contract manufacturing facility, which is food-grade and Safe Quality Food (SQF) certified.

## 3. Buy film with PrimeVent pre-applied from FlexPak

Keep using your current film supplier and send your roll stock to FlexPak, and we will apply the vents to the packaging film. We'll return your roll stock with PrimeVent pre-applied so you can finish your coffee packaging in-house with your form-fill-seal machine.

## 4. Work with FlexPak to incorporate PrimeVent into your packaging supply chain

FlexPak will work with you to license the PrimeVent technology to your packaging partner, enabling your suppliers to provide the service directly to you.

### Why Should Your Converting Partner Consider PrimeVent?

The benefits of PrimeVent for flexible packaging suppliers include:

- Creating a new revenue stream
- Increasing sales with a turnkey solution
- Adding more value to existing customers
- Optimizing operational efficiency



# Work with an Industry-Leading, Innovative Partner.



From development to full-scale production, FlexPak offers customized services and technical support to help coffee roasters and film suppliers to:

- Reduce their development costs
- Accelerate time to market
- Achieve optimal results

We are a sister company of LasX Industries, the leader in premium laser digital converting solutions for the manufacturing industry. Together with LasX, we've developed designs and expertise based on real production experience.

Our cutting-edge solutions improve the quality, performance, and convenience of flexible packaging. As a trusted partner to our customers, we stay abreast of industry trends and continuously innovate. By responding to the changing market needs, we help you maintain a competitive edge in your market.



# FlexPak

**A recognized leader** for innovative flexible packaging solutions, FlexPak Services combines advanced laser processing technologies with an experienced team of packaging experts to deliver state-of-the-art products.



Ready to explore how you can improve sustainability, reduce costs, and boost operational efficiency?

Contact [sales@flexpakservices.com](mailto:sales@flexpakservices.com) and a PrimeVent expert will discuss the options that are best for your business.



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