

PACKAGING

# RICE PACKAGING FOR YOUR MARKET

Choose the package around your channel and brand.



RETAIL / FOODSERVICE / WHOLESALE

GUIDE

# Packaging that fits your market

Choose a format around the channel, handling needs and brand position.



## Three commercial directions

| CHANNEL                  | DIRECTION                                      | BUYER PRIORITY                                 |
|--------------------------|------------------------------------------------|------------------------------------------------|
| Premium supermarket      | Vacuum, laminated retail or kraft-look formats | Shelf presence, clear label, consumer handling |
| Hotels & restaurants     | Operational bags in agreed sizes               | Handling, storage and repeat supply            |
| Wholesale & distribution | Woven or laminated woven formats               | Durability, traceability and transport         |

Packaging visuals are illustrative. Material, pack size, barrier performance, seal system and availability are confirmed for each order. No food-contact or sustainability claim is assumed.

# A practical format comparison

Start with function; then develop the appearance.

| FORMAT               | POTENTIAL USE                        | CONFIRM BEFORE APPROVAL                                                          |
|----------------------|--------------------------------------|----------------------------------------------------------------------------------|
| Vacuum bag           | Compact premium retail presentation  | Vacuum retention, seal integrity, material and print area                        |
| PE / flexible bag    | Everyday retail and foodservice      | Film structure, thickness, sealing and handling                                  |
| Laminated retail bag | Printed premium brand range          | Barrier structure, finish, seam and print registration                           |
| Kraft-look format    | Natural visual positioning           | Actual composition and food-contact suitability; appearance alone proves neither |
| BOPP laminated woven | Distribution and larger retail packs | Lamination, print coverage, closure and load handling                            |
| PP woven             | Wholesale and operational use        | Construction, liner where needed, closure and transport                          |
| Bulk configuration   | Project-specific industrial supply   | Loading method, liner, traceability and unloading plan                           |

## Pack-size planning

Discuss 1 kg, 2 kg, 5 kg, 10 kg, 25 kg or 50 kg as starting options. Availability depends on the selected format and production arrangement. Custom sizes require a feasibility review.

# From concept to approved package

Use one approval record for material, artwork and handling.

| STEP | ACTION                          | OUTPUT                                       |
|------|---------------------------------|----------------------------------------------|
| 01   | Define channel and consumers    | Market, use and price positioning            |
| 02   | Select format and proposed size | Material and packaging feasibility           |
| 03   | Prepare artwork and labeling    | Version-controlled design and market content |
| 04   | Review the sample / proof       | Seal, appearance, print and handling checks  |
| 05   | Approve the final configuration | Written reference before production          |

## Packaging approval record

| FIELD                                  | TO COMPLETE |
|----------------------------------------|-------------|
| Brand / product                        | _____       |
| Format / proposed pack size            | _____       |
| Material / liner / closure             | _____       |
| Artwork revision / approval date       | _____       |
| Handling or shelf-life evidence needed | _____       |

Shelf-life claims must match the actual rice, packaging and supporting evidence. This guide is not a product technical data sheet.