

# “This product is a real stroke of luck”

Sometimes a good idea just ends up in a drawer. A pity, because every now and then there are real treasures among them. Just like the Delta Pouch, which Fritz Major, Head of Sales at Harro Höfliger, introduces in an interview.



**W**hat is this exciting “find” you have here? Some years ago, the so-called Delta Pouch was developed by one of our customers for the innovative packaging of powder for beverages or sauces and instant soups. We were commissioned with the design of the prototype machine. Unfortunately, the product

did not make it to the top of their internal innovation list and literally disappeared into a drawer.

**And now it reappeared?**

Exactly. It is a pity when a good idea is not pursued at this stage. The entire basic development is complete, and marketing

measures can begin promptly. Meanwhile, the product and design patents as well as the utility models have been released. We hold the patents for machine technology. This is a real stroke of luck for someone who recognizes the potential of the product and wants to make use of it.

**What potential is there?**

Compared to square or stick packaging, the pouch offers a better film volume ratio, meaning more product with less material consumption. This is because the individual packages are filled “bottom-up”, and held at an angle, which means that a higher fill level can be achieved. Due to the small cross-section at the opening aid, the contents are also easier to dose or dispense.

**And from a purely visual perspective?**

The packaging is unique. Folded into a square, this results in stacks that are convenient to pack. Due to the integrated tear-off edges, the triangular pouches can also be sold individually. This is important for developing countries where single-item sale is common. In the small shops the hanging “Delta-Pouch-garland” is a nice way to display a product.

---

*“The entire basic development for the Delta Pouch is complete.”*

Fritz Major, Head of Sales  
at Harro Höfliger

---

**Which contents could you imagine for the Delta Pouch?**

At present, the format is dimensioned for a fill quantity of about seven grams. Theoretically, any powdered product can be filled, for example, from the fields of nutrition, curative nutrition or perhaps protein for athletes.

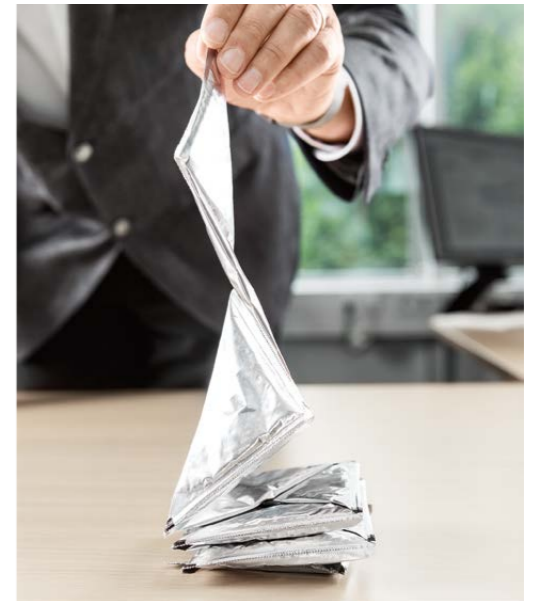
**Is there any room for variation in filling quantity and package size?**

To a certain extent, we are flexible in both cases without major need for modifications. However, the fill media has to be powder.

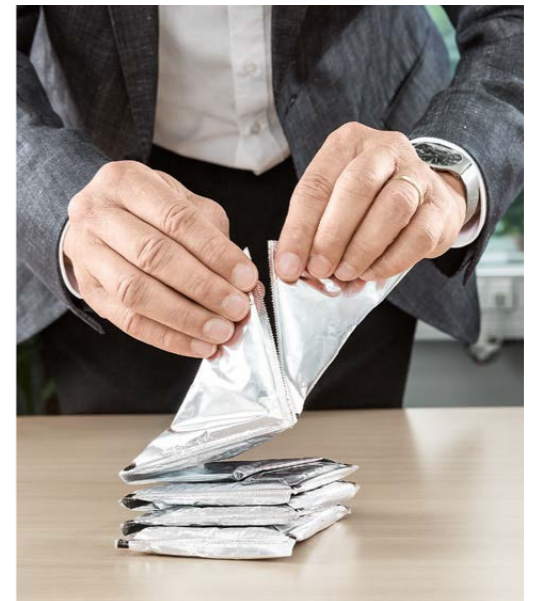
**If I have a good utilization idea, can I contact you?**

We would love to hear from you. As with all our machine concepts, we can easily transfer the concept of the prototype into a high-performance machine for series production. ■

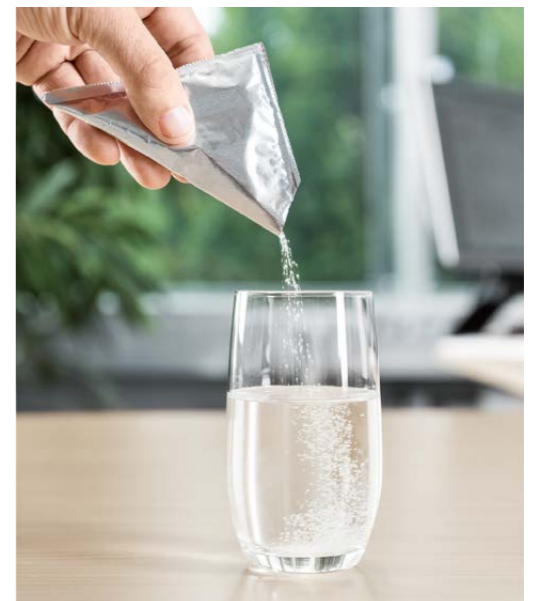
Janine Kyofsky



Whether individually or as a convenient square: The packaged Delta Pouches are a real eye-catcher.



Tear-off edges enable individual portioning of the delta-shaped pouches.



The small cross section makes portioning easy.