

# FLEXIBLE VS. RIGID PACKAGING

	FLEXIBLE PACKAGING	RIGID PACKAGING
<b>Material Used</b>	<ul style="list-style-type: none"> <li>• Plastic (Polyethylene, Polypropylene, PVC, etc)</li> <li>• Flexible Foam</li> <li>• Paper</li> <li>• Aluminum Foil</li> </ul>	<ul style="list-style-type: none"> <li>• Plastic</li> <li>• Metal</li> <li>• Glass</li> <li>• Paper</li> </ul>
<b>Size</b>	<ul style="list-style-type: none"> <li>• Takes up less space</li> <li>• Easier and more cost effective to transport</li> <li>• Easier to customize shape</li> </ul>	<ul style="list-style-type: none"> <li>• Can be bulky</li> <li>• Takes up space during transportation</li> </ul>
<b>Weight</b>	<ul style="list-style-type: none"> <li>• Lightweight</li> </ul>	<ul style="list-style-type: none"> <li>• Heavier due to materials used in construction</li> </ul>
<b>Durability</b>	<ul style="list-style-type: none"> <li>• Less susceptible to dents and deformation</li> <li>• Could be punctured or crushed</li> <li>• Longer shelf life</li> </ul>	<ul style="list-style-type: none"> <li>• Prone to deformation</li> <li>• Rigid and durable</li> </ul>
<b>Customization</b>	<ul style="list-style-type: none"> <li>• Easily customizable</li> <li>• More visually appealing</li> </ul>	<ul style="list-style-type: none"> <li>• Comparatively difficult</li> </ul>
<b>Environmental Impact</b>	<ul style="list-style-type: none"> <li>• Results in less foil usage, greenhouse gas, emission, and water usage</li> <li>• Less material meaning less waste</li> </ul>	<ul style="list-style-type: none"> <li>• Usually not recyclable</li> <li>• Takes up more space in landfills</li> </ul>

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