

Steve Herlehy Assesses New Growth Potential in Beverage Packaging

Written by Australian Business

ROCHESTER, NY, September 20, 2013 **/24-7PressRelease/** -- As a seasoned professional in the flexible plastic packaging industry,

[Steve Herlehy](#)

has witnessed and influenced many innovations in the way food items--and many other goods--are packaged today. Today, Herlehy remains focused on the future of plastic packaging solutions for use in a wide range of industries--including that of beverage production. For Herlehy, the beverage market is one that exhibits immense potential for packaging experts to roll out enhanced products that will better serve the needs of manufacturers and consumers.

In order to illustrate the potential that the beverage packaging market holds, Steve Herlehy points to a recent [article](#) from SBWire that highlights anticipated growth in the field. Specifically, the article reveals, "According to a new market research report, "Beverage Packaging Market By Beverage Types (Non-Alcoholic, Alcoholic & Dairy), Packaging Types (Bottle, Can, Pouch, Carton, Draught, Bulk & Others), Material (Glass, Plastic, PET, HDPE, Metal, Paper-Board & Others) - Global Trends & Forecast To 2018", the beverage packaging market will grow from an estimated \$97.2 billion in 2012 to \$125.7 billion by 2018, at a CAGR of 4.3 percent from 2013 to 2018. Asia-Pacific led the global market, followed by Europe and North America in terms of revenue in 2012."

While this news may prove encouraging for packaging companies today, Steve Herlehy notes that the anticipated growth in beverage packaging also offers the potential for greater innovation in the field. He states, "With greater spending on packaging in the beverage market, manufacturers will have greater resources to pursue packaging solutions that satisfy ever-changing consumer demands."

However, Herlehy notes that innovation in packaging must be approached with strategy--as every type of beverage may necessitate a unique presentation that will deliver a high quality product to consumers. For example, the article examines, "Growing consumption of alcoholic and non-alcoholic beverages provide a strong customer base for the global beverage packaging market. Right packaging types is essential to preserve beverage taste and prevent chemical reactions endangering the consumer's health. Hence, an efficient and suitable packaging is imperative for every beverage."

As far as flexible and sustainable plastic packaging is concerned, Herlehy expects that certain trends highlighted in the article indicate growth in the plastic market. For instance, the article suggests that alcoholic beverages--reliant on bottling methods--may call for new alternatives in bottle packages, and dairy products' shift toward pouches has shown a positive response from consumers.

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"The growth in demand for these alternatives is a strong indicator for expansion in the flexible plastic packaging market, as innovations in this field can deliver strong packages that will allow beverages to maintain quality for customer satisfaction. Additionally, current advancements in plastic packaging will appeal to eco-conscious consumers, as many options made available today are sustainable," Steve Herlehy concludes.

ABOUT:

[Steve Herlehy](#) is an account executive that works in the plastic packaging industry. His company offers revolutionary packaging solutions that are used by food, pharmaceutical, shrink label, and industrial businesses. One of his greatest contributions includes assisting with the development of high quality packaging for NASA's dehydrated foods. Not only that, but he also was instrumental in the development of "Meals Ready to Eat" packaging for military personnel. Steve is also an avid philanthropist who provides financial support to Lifetime Assistance, an organization that aids senior citizens.