



BHAGWANI BAKERY MACHINES PVT. LTD.

An ISO 9001:2015 CERTIFIED COMPANY (CIN : U29253GJ2016PTC086323)

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Various Packing formats for biscuit packaging

Biscuit manufacturers have many formats to pack biscuit for the consumer. Biscuit packs are launched into market taking into the view various factor like pack for which group , family view , promotion or festivals, on the move pack s etc

Following are few popular packing formats for biscuit s

- **Jumbo Pack or Family packs**-As the name suggest these packs have more grammage eg more than 250gms to 850 gms. Best suited for house wife who prefers to buy in bulk
- **Tikki or mini pack**-These are reverse of Family pack . It consists of 3-4 biscuit in a pack .These have been popular with retailers as they can pass on this with other items in lieu of change
- **Slug or single pack** -Normal pack and popular with 100 gms and 150 gm s of biscuit for a single day stock for an individual. popular with School or College going kids .
- **Assorted pack**-These mostly offered during festival or with some sales promotion it consists of different varieties biscuit in one pack from a single manufacturer.
- **Multipack**-Many packs in large pack similar to Family pack
- **Display box pack**-Biscuits are arranged in open box and the over wrapped were packs are visible to consumers
- **Shrink pack** -Biscuit packs are placed in normal box and then over wrapped for extra protection
- **Vertical pouch packs** -Its a New trend among the biscuit manufacturers as this ideas has been taken from snacks and is used by group of people going for long travel , picnics , outings etc
- **Pile pack**-Generally biscuits are packed as pile pack where the biscuits are flat and face towards the base of the packets
- **On the edge pack**-Biscuits are packed on the edge ie biscuits are vertical to the base of pack
- **Multi layer pack**-Two or three layers of biscuit in same pack generally found in cream biscuits
- **Tray pack**-Biscuit are placed in trays and then packed with wrappers.