

Underwear Packaging Has Never Been More Flexible

CLP Industries Ltd. Has introduced its innovative stand up pouch for underwear and small clothing items. A stand up pouch with an integrated hanging notch or hanger, made of clear material and available in multiple shapes to support the stream line of the packed garment or to match the graphic printed on the pouch.

The multiple layers create a rigid enough case for the garment to be presented in either hanging form or on a shelf. An optional zipper allows the consumer to easily open and feel the fabric and for the store staff to repack it neatly at the end of the day thus reducing the need for repacking in the traditional paper backed plastic bag.

The unique pouch provides resistance to scratching and puncture and can be used for packing the item after the purchase for travel and to protect it from dust and wardrobe mites. It is aimed at high end branded lines and represents a quality reflecting on the product.

The pouch is available in a variety of sizes to fit any small to medium garment from G-Strings, through winter socks and up to collarless T-Shirts.



For more information on CLP, please contact Limor Schaffer, Marcomm Manager, at +972 8 679 0301 or limor@clp.co.il, or visit www.clp-packaging.com