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The world is getting small day by day. Speaking this line does not mean that the world is shrinking or getting rally small in size, it means that the people are covering the areas on land, the area is getting smaller as compared to the population of the crowd. People are not having home or any place, and every where we see is just crowd. Looking at this, the tall buildings and flats concept was inculcated. However, the people are also passing through the recession period also, they are lacking lots of money as the prize of every small item is also touching the sky. Either it be financial problem or the area problem, the reduction is seen every where. In simple words, this is the hard time to survive but keeping in mind that adjustment can solve any problem, this problem of recession can also be solved easily.

The great and biggest affect of recession is seen on the market. The quantity of every edible or non edible item is reduced but the prize has increased almost double. But, when it comes for the packaging, then also the problem is seen widely. The problem such as that of storing and adjusting the big packets in the small kitchen. This makes the kitchen congested and even not so appreciated by the consumers. Thus, the stand up bags came up with a great appreciation.

This consumes very less space and also is very attractive. The stand up bags can be placed or easily stored in the smallest corner of the kitchen also which completely matches the recession time problem. The people have accepted it with open arms and nowadays, even the liquid products are packed in such pouches. These days, such pouches with slight a bit changes are coming into the market and being experimented.

One of such experiment was, stand up pouches with oval window. Such pouches also gave a very nice appreciation as the consumers were easily able to see through the packet with the help of that small oval window and check out the packed item. All complains and insecurity regarding the unknown item packed inside the packet was solved by this small window. People were able to check the size, color, shape and quality of the item packed inside it very easily. Just with a single peak, all the problems were solved and the same technique is now being used in the medicinal field also.

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