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BW Converting's Hudson-Sharp Pour & Lok® gives converters a new route into resealable pet food packaging

Proven technology adds an easy-pour, easy-reclose feature to roll stock while supporting efficient processing on existing form-fill-seal lines



A pet food package features BW Converting's Hudson-Sharp Pour & Lok® gusseted opening.

GREEN BAY, Wis. — Aug. 27, 2026 — [BW Converting](https://www.bwconverting.com) is expanding the market opportunity for its Hudson-Sharp Pour & Lok® technology, giving flexible packaging converters a new way to serve demand for resealable pet food packaging. The easy-pour, easy-reclose format combines consumer convenience with efficient processing on existing form-fill-seal lines.

Designed for roll-stock production, Pour & Lok adds a resealable pouring feature to flexible bags, allowing brands to deliver a more convenient package without moving away from established form-fill-seal workflows. The format is particularly well suited for pet food applications, where freshness, ease of use and clean dispensing all matter on the shelf and in the home.

Unlike standard front-panel reclosable formats, Pour & Lok creates a gusseted opening that unfolds into a controlled pour feature, giving consumers an easier way to dispense product and reclose the package after use. The technology can also be paired with user-friendly hook-to-hook style closures that simplify reclosing and improve the overall consumer experience.

"Pour & Lok gives converters a practical way to bring added functionality to pet food packaging without creating unnecessary complexity for their customers' filling operations," said Péter Sztehnó, Sales Director EMEA - Bag Converting & Printing, BW Converting. "It opens the door to a high-value application with a format that is convenient for consumers, straightforward for brands to run and well suited to today's flexible packaging market."

For converters, the value goes beyond package differentiation. BW Converting developed Hudson-Sharp Pour & Lok to fit into roll-to-roll production while supporting reliable downstream processing on existing vertical form-fill-seal equipment. That means brand customers can run a more convenient, resealable package format without major equipment changes, seal bar modifications or unnecessary disruption on the filling line.

The technology also draws on the Hudson-Sharp brand's more than 25 years of experience in reclosable packaging applications. In roll-stock production, consistent seal integrity and perforation quality are critical because a problem in execution can affect an entire roll or production batch. The brand's long track record in this space gives converters confidence as they pursue new opportunities in reclosable packaging.

While pet food is the primary focus, Pour & Lok also offers potential for other pourable products where controlled dispensing and reclosing add clear value. Additional applications can include cereal, snacks, nuts, seeds, select frozen foods and certain lawn and garden products, particularly in smaller package sizes where easy pouring and resealability are essential.



An illustration showcases the Pour & Lok pouring and reclosure feature.

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Pour & Lok gives flexible packaging converters a compelling way to expand into more convenience-driven formats and create new value for brand customers. For more information about BW Converting's Hudson-Sharp Pour & Lok technology, visit www.bwconverting.com/campaign/hudsonsharp-pour-lok-europe.

ABOUT BW CONVERTING

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