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“Packaging for Profit Implement the Most Underused Trick In Your Toolbox”©

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Background & my belief...

- Why you should consider
- Value Add Presentation
- Add More Value Opportunities
- Add More Sales
- Increase Your Perception
- Utilize “suggestive selling”
- Increase Your Profitability

How Would You Like That Packaged?

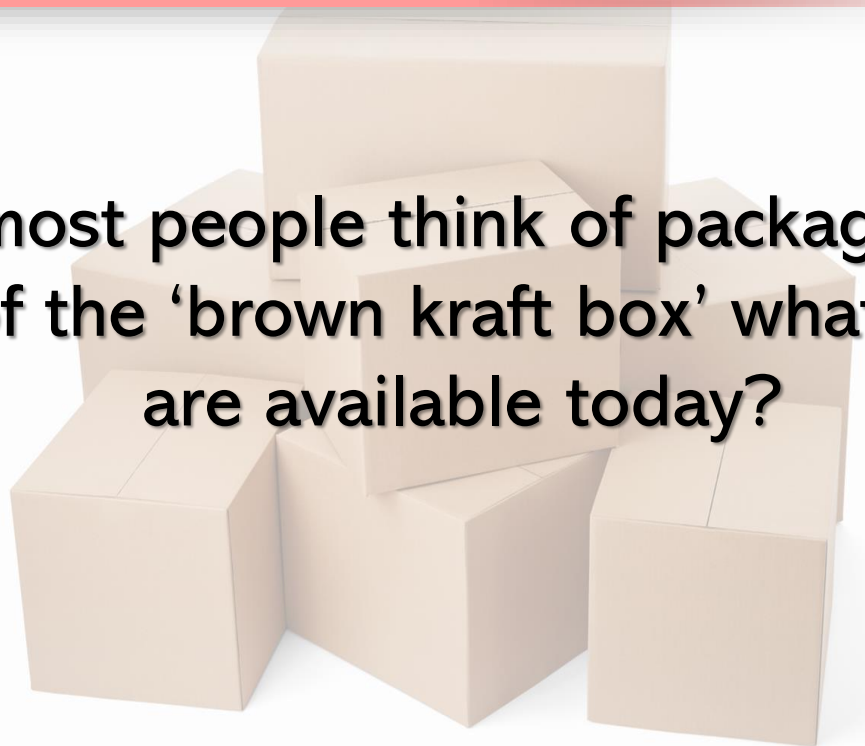


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Normal Thought Process

When most people think of packaging, they think of the 'brown kraft box' what options are available today?



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Start with this...

Always Begin With
DISCOVERY
Ask better, more questions!



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Discovery

A series of questions designed to

- Give clarity to the project
- Set joint expectation levels
- Uncover potential opportunities
- Develop guidelines and give direction



- Project Summary
- ****Anticipated Budget****
- Target Audience
- Key Message
- Presentation
- Contents
 - products
- Desired Message Tone
- Brand Guidelines
 - colors, fonts, logos, taglines
- Support Materials
- Project Timelines / Milestones



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Understand Packaging

Start with the basics...

Do's

- Do your homework
- Come prepared
- Ask questions
- Utilize the DISCOVERY Process

Don'ts

- Don't guess or assume
- Don't overpromise
- Don't quote without consult
- Neglect the DISCOVERY process

What you should know when starting a Packaging Project

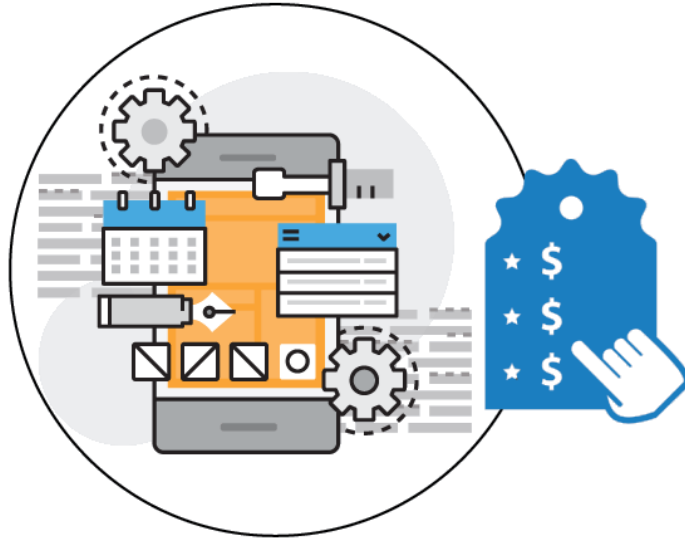


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Determining the Budget

Factors that play into the final price.



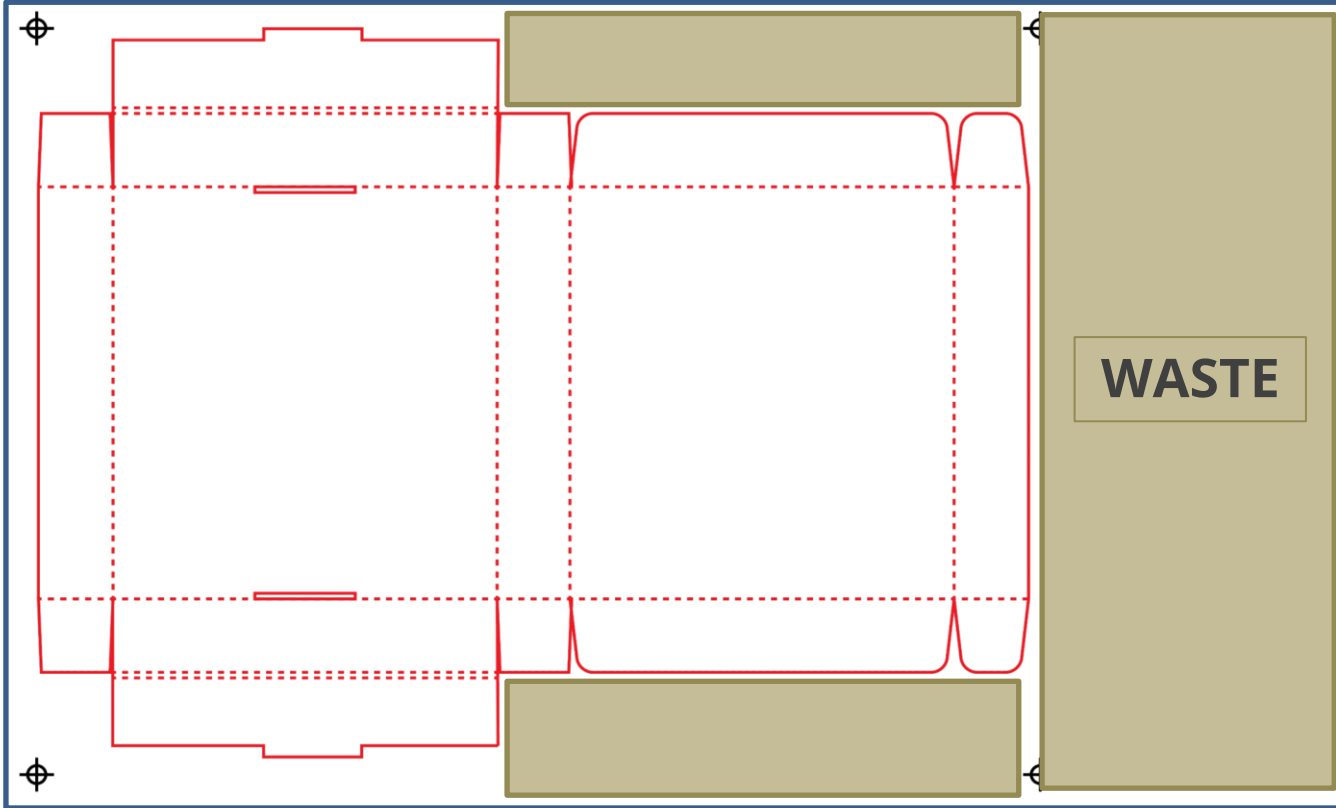
- Quantity
- Size
- Yield
- Imprint
- Material
- Finishing
- Content / Merchandise
- Time
- Delivery
- **YOU, don't give away**



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What Affects Pricing...



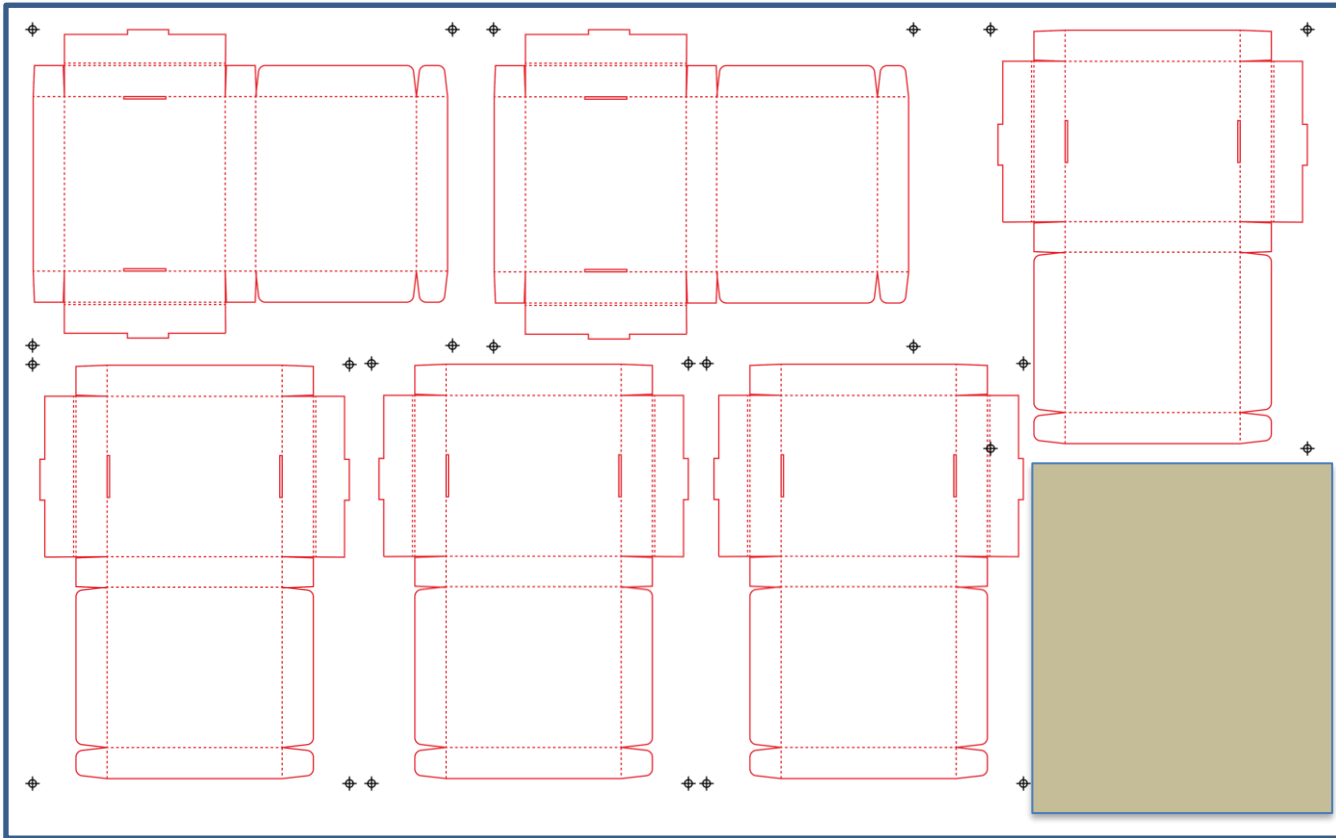
Cost Calculations

- Based on yield output
- Sheet cost
- Overhead
- Machine time

RAW Numbers

- Sheet cost \$20.00
- 1 yield output
- Net each \$ 20.00
- + Overhead
 - Ink
 - Profit
 - Machine time
 - Set Up
 - Packing
 - Labor

What Affects Pricing...

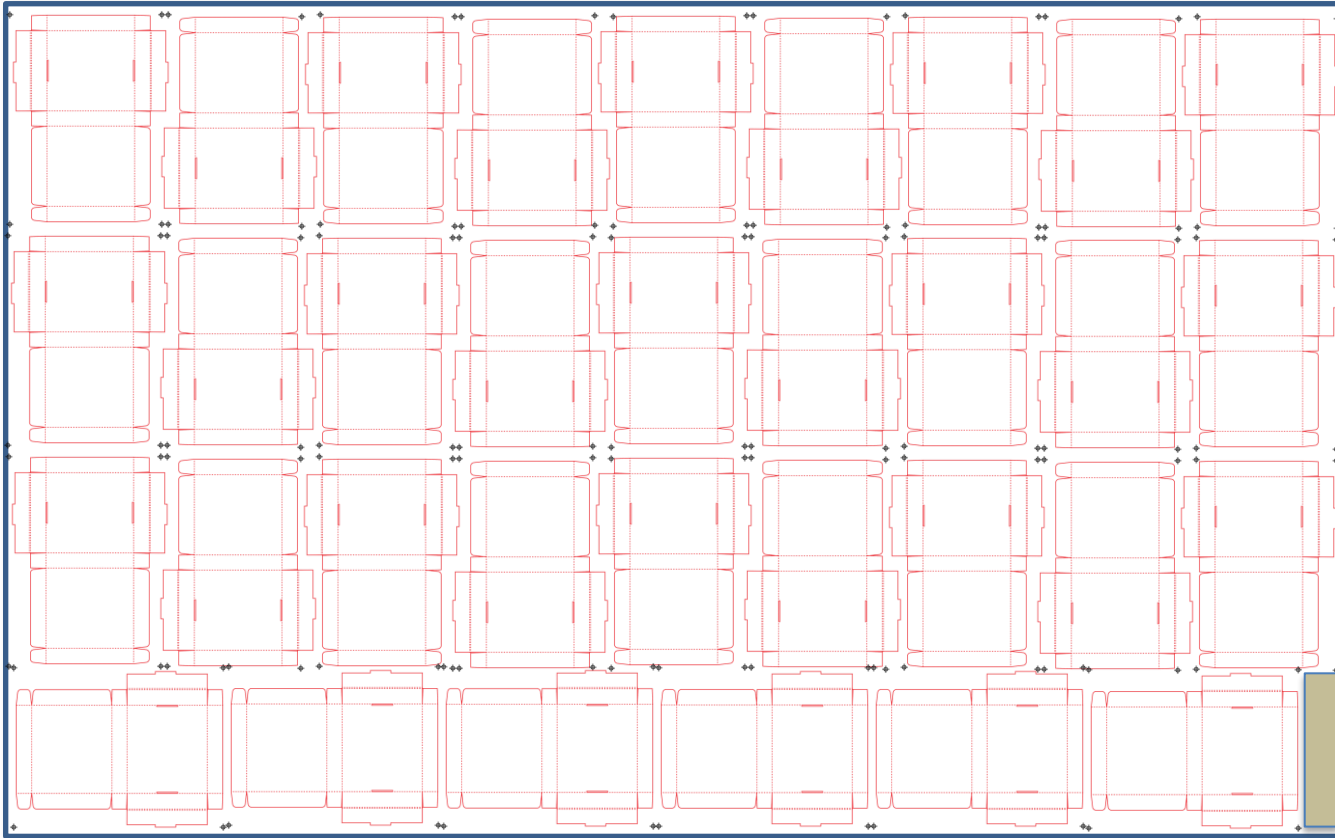


RAW Numbers

- Sheet cost \$20.00
- 7 yield output
- Net each \$ 2.85
- + Overhead
 - Ink
 - Profit
 - Machine time
 - Set Up
 - Packing
 - Labor

WASTE

What Affects Pricing...



RAW Numbers

- Sheet cost \$20.00
- 33 yield output
- Net each \$.606
- + Overhead
 - Ink
 - Profit
 - Machine time
 - Set Up
 - Packing
 - Labor

WASTE

Contents Going in the Box

Why is this information important?



- Weight
- Size
- Type
- Food Grade
- Safety
- Hazardous
- Presentation
- # of products
- Ship to (Climate)



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Box Presentation Factors



- Handed Out
- Shipped
- Damage Control
- Additional Box



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Keeping Contents Safe



- Inserts
 - Foam
 - Corrugated
- Tissue
- Shred / Raphia
- Flake / Glitter
- Professional look

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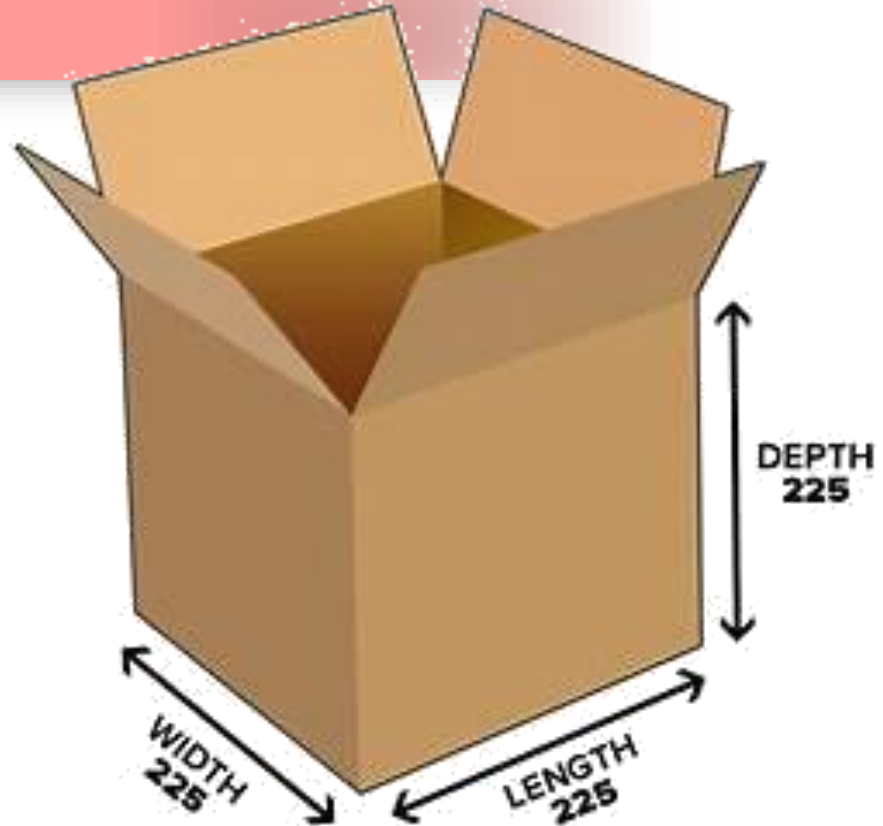


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Box Dimensions

Determining Cost Factors

- Width
- Height
- Length
- Protection
- Freight costs



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Right Fit Boxes...

Definition:

“Right-sizing a package is about more than just choosing the right package size. Right-sizing means evaluating your item’s shape, fragility, materials, and of course, its size to choose the ideal packaging solution.” ref: PAC Worldwide



We Have All Seen This!



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- 1.Reduce your shipping costs.** DIM weight is a calculation that shipping companies use to determine the dimensional weight of your packaging. The higher the DIM weight, the more expensive your package will be to ship. Finding a package that fits your item correctly will lower your DIM weight and save you money on shipping.
- 2.Reduce your Carbon footprint.** Correctly sizing a package eliminates excess material in production and waste. It also reduces amount of space the package takes up in the freight truck, and therefore reduces the shipment’s carbon footprint.
- 3.Increase customer satisfaction.** We all know that good things come in small packages. It’s true. Customers form a bad impression of a company that uses packaging they perceive to be excessive, wasteful and hard to manage. Properly packaging your item shows your customers that you care about them, their needs and the environment.
- 4.Better protection.** Bigger isn’t always better for protecting products throughout shipment. Large packages have more void space to fill and make it more likely that a product will move around inside the box. The right size package will protect the product without doubling or tripling its size.

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Thickness & Colors



A-Flute



B-Flute



C-Flute



E-Flute



F-Flute



AB-Flute



BE-Flute



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Box Materials



Wafer Board or SBS Board–

thinner weight with no flutes, solid board in different thicknesses (14pt, 18pt)
great for Pillow Pods and some candy style, or promo boxes



Corrugated –

medium weights to heavy weight, with fluted inner liner,
E-flute, is the best for small mailers, depending on the content and P.O.S.



Soft Touch – Sustainable

a soft touch laminate, added to the paper stock for a velvet hand
Higher end boxes, Keepsake type, generally not thrown away – presentation style



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Box Styles

Box Style



2PC	Hinged	Slider	Display Mailer	Cross Box	Standard Shipping Carton	Pillow Pods



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Print Locations & Options

Print Options

Emboss	CMYK	Foil	Spot UV
Creates a slightly raised image off of the paper stock.	Full color digital printing, any color can be produced.	Creates a luxurious and gleaming design that replicates a metallic finish.	Adds depth and contrast to the design by adding a high shine glossy finish.



- Embossing
- **Spot Color**
- **CYMK**
- Foil
- Spot UV
- Lamination
- Laser Engraving



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Examples



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Now let's add some color

Printing & Paper Info



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Paper Colors

Paper Color For Classic Boxes
Choose from one of our 22 color options.



Leverage the Talents of your Preferred Packaging Vendors



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Enhancing Packaging

Added Embellishments



- Printed Inserts
- Hang tags
- Ribbon
- Wraps
- Bands
- Tissue
- Gift wrapping
- QR Codes
- Video
- Sound
- NEW NFC Tech



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Enhancing Packaging



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R&D Ideas & Concepts



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COLORADO BLOOD

When it comes to the pitch, everyone wants the players to give their blood, sweat and tears for the club. That's what inspired this for the launching of the new jersey of Sport Club Internacional. Known as Colorado after red means, the red of its famous jersey was processed inside a blood bag.

MARKETS:
If there's one thing that identifies us, it's blood. Blood is what makes our hearts beat. It's what flows in our veins. Blood carries our oxygen, keeps us very cool, and helps us heal. And, perhaps most importantly, it's what makes us who we are. It's a blood of blood that we are proud to have written in our veins. Blood that gives us strength, energy, passion. And for those of us that believe in you, there's no one in the world. Blood that is more than just a color. It's Colorado.



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Sustainability

Understand the Dynamics

- Millennials are poised on making changes
- Fiber-based products most sustainable vs. metal, plastic, glass
 - Make sure it's reusable and not disposable
- 35% of Americans are **more willing** to pay for eco friendly packaging
 - 44% of those were from the Millennial category
- Help clients, and recommend 'responsible purchasing decisions'
- Look for SFI Label – Sustainable Forestry Initiative
 - Used on more than 300,000 products, in 120 countries



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Sustainability

BENEFITS



- ✓ **Improved Brand Image** – Young buyers want to know if your company is being environmentally conscious and not hurting the environment.
- ✓ **People Will Want to Work For You** – Workers want to work for companies that are doing their part in helping the environment. 45% of employees would be willing to take a 15% pay cut for a job that makes a social or environmental impact.
- ✓ **Better Employee Performance** – Volunteering programs can produce quality leaders and better engage employees.
- ✓ **Good For the Environment** – Companies can reduce waste and decrease the use of harmful chemicals. By doing so you can benefit and protect the environment.



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Sustainability

Ideas and Suggestions



Banking – Slotted Lids



Slider Box



Pillow Pods

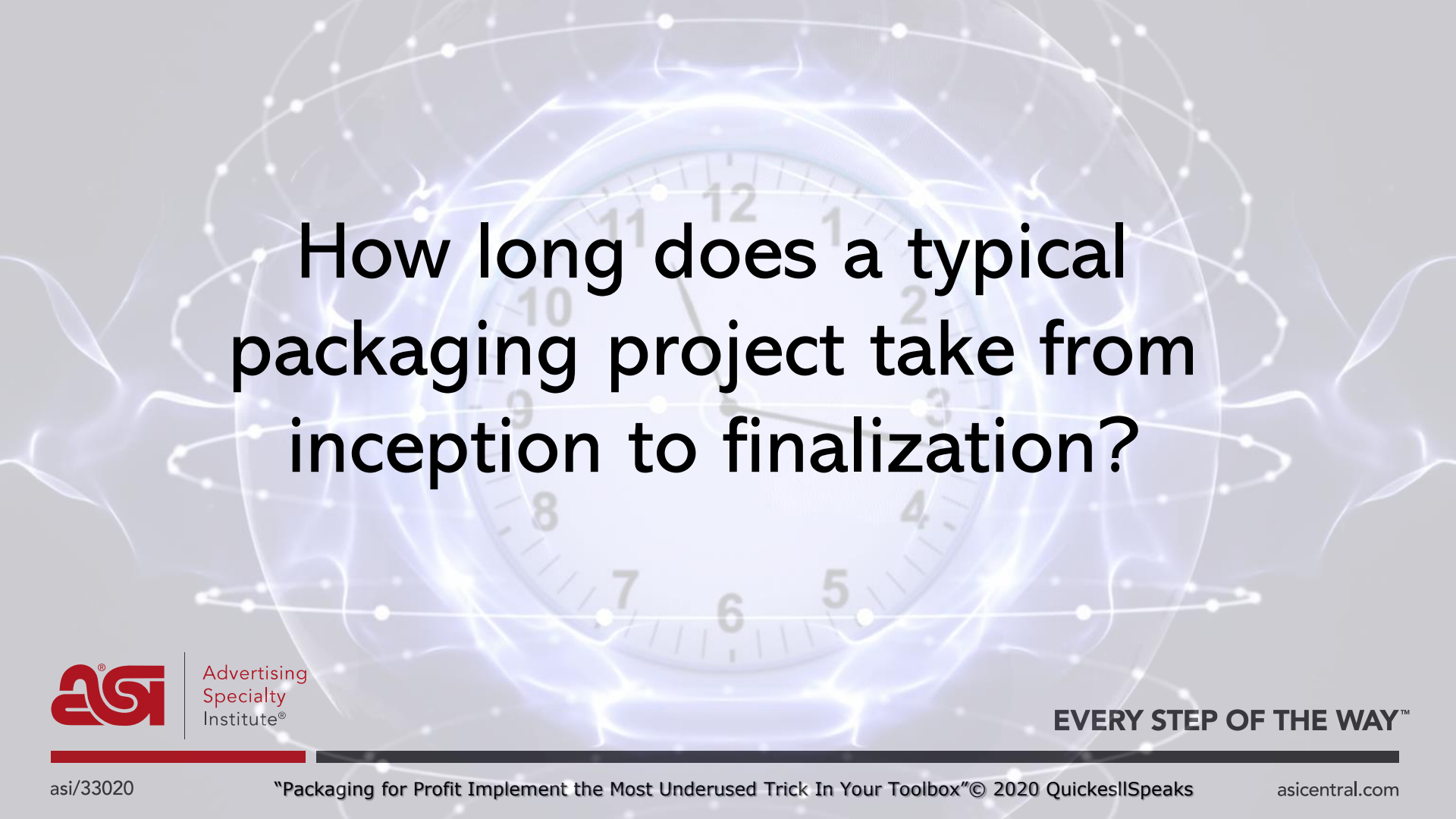


Banking – Slotted Lids



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How long does a typical packaging project take from inception to finalization?



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Production Times



Remember... 'it's custom'!

Control The Process

- Quoting
- Proofs
- Production
- Finishing
- Add-ons
- Time of year
- Kitting
- Fulfillment

Clients are willing to pay for the service!

Bob Watson, CEO Vantage

Lettuce Analogy, 4x the amount for convenience



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Packaging tells a story



Sell the Perception, Sell the Story
...from the recipient's perspective



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Go CRAZY, Go Custom



Have samples that demonstrate all the bells and whistles



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More examples...sell value



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Let the client say no!

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Other packaging

- Tubes
- Tins
- Polybags
- Gift Bags
- Pillow Pods
- Paint Cans
- Blister Packs
- Bottles & Jars



IDEAS: Visit a Craft Store



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Staying Connected



Remember the PIVOT!

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Cool, Unique Distribution



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Take More Risks...disrupt

Marketing Letter of Introduction

From,
Sender's name
Organization name
Designation
Contact details
Email details
Date - DD-MM-YYYY

To,
Receiver's name
Organization name
Designation
Contact details
Email details

Subject:

Dear


Hi! Hope you are doing well.

I (mention your name) working as with would like to connect with you on the behalf of (mention the department) to discuss about the (mention about the product/service).

We understand that every business works on the line of making profits and generating maxim sales-business in any industry. We have been in the industry since come with it and (mention the timeline) and that has enabled us to offer benefits such as (mention the benefits in detail).

The main objective is to (mention the objective) and all of these aspects will lead to growth and evolution in the company's profit/sales margins. In case of any query or clarification, please feel free to contact us anytime.

Yours sincerely,
Your name



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Your Money Line...

**“How Would You Like
That Packaged?”**



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Wrap Up

- Take More Risks
- Ask more, better questions
- Gather all the facts - **DISCOVERY**
- Do your homework
- Come prepared
- Work with **GREAT VENDORS**
- **GET PAID** for Your Creative Work
- **Always Suggest Packaging**



FINAL THOUGHTS!

- Understand the capabilities and limitations of your vendor
 - Types of boxes
 - Fulfillment, Kitting, & Shipping
 - Short run, long run
 - Digital vs. Conventional
 - Glass, Ceramic & Acrylic Issues
- Give Clear Specs, **no fishing**
 - L x W x D
 - What's going in the box
 - How will it be presented
 - Quantity
 - Send what's to be included
 - Manage turn-around time, **TIGHT!**



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Any Questions I Can Answer?



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[SurveyMonkey.com/r/CH_22](https://www.SurveyMonkey.com/r/CH_22)

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