

● Point of Sale

Polished Design Boosts Sales 500%

A most unusual taste combination, Little Bird Curious Confections' candied jalapeno pepper were born one day when company co-founder Sara Meyers began experimenting in the kitchen with candying everything in sight.

After receiving overwhelming praise at flea markets and local boutiques, they realized an upgrade in their packaging was needed to take their product to the next level. The new package is a flexible stand-up pouch with zipper that holds 1 to 1.5 oz of product. The pouch is made from a multilayer film construction of PET/ink/aluminum/linear low-density polyethylene. It provides a clean, sophisticated backdrop with the central focus of the graphic design of the jalapenos.



The new packaging was launched in early 2015 and since has been picked up by nearly 45 specialty and candy stores across the Southwest and East Coast, boosting Little Bird's sales by 500%. Its most recent product, Fire Syrup jalapeno-infused syrup in three flavors, was introduced in summer 2016.

Pack World, Sept. 2016

● Point of Interest

We are more than just packaging...

Did you know that by contracting with Opportunities, Inc. you are supporting an even bigger and better cause? Sometimes in the mist of quoting projects or shipping out product, the mission of Opportunities, Inc. is not as profound and our other services are overlooked.

For example, our Community Employment program. This program is a customized job placement service that provides individuals job search and intensive on-the-job training for individuals with diverse abilities.

Over the summer, two outstanding students helped make Lakeside Lutheran High School in Lake Mills, WI look great by gaining janitorial skills. Watch the video below to see for yourself!



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Job Readiness Skills in the Community

To learn more about the other services Opportunities, Inc. has to offer, please visit their website, www.oppinc.com.

Need A Quote?

Or ideas to improve your current packaging and assembly projects?

Contact

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Point of Service

Joral, LLC Partners with Opportunities, Inc. to Increase Production Efficiency

Founded in 2005, Joral LLC develops and manufactures harsh-duty electronic devices for mobile hydraulics and industrial applications. They are located in Muwonago, WI and has redefined the "rugged duty" position sensor by introducing protection methods such as total electronic package encapsulation, LED status indicators, and patented true non-contact coupling.



When production volume is at its peak, Joral LLC turns to Opportunities, Inc. to assist their team to increase efficiency. Many of their products include a magnet accessory of some sort. These may be one of the simple, yet time consuming products that are absolutely necessary for final product packaging. Katie Klepper, Marketing Manager and Customer Service, commented, *"It has been a pleasure to work with Opportunities, Inc. on these tasks and thereby increase our in house efficiency. We are happy that we are not just giving work to anyone, but to people who really need the chance to work. And not only that, but the work that is done by Opportunities, Inc. for us has been done exceptionally well from beginning, at the planning stage, to end when we receive our completed projects."*

It is companies like Joral, LLC that truly make an impact on our services at Opportunities, Inc. We value their partnership and support to our mission. *"We are happy to continue our partnership with Opportunities, Inc, and to endorse a local business that cares about the citizens and community it is surrounded by,"* Klepper concluded.

Point of Progress

Change in both Nutrition Facts and GMO Labeling

New FDA Nutrition Facts Label

An estimated 800,000-plus labels from across the food industry will need to change nutrition information, graphic design and layout to meet the Food and Drug Administration's new regulations by July 26, 2018.

FDA released its much anticipated nutrition labeling revisions in May. These are viewed as one of the key regulatory legacies of President Obama's administration and represent the most significant changes to the nutrition labeling requirements since they were first finalized more than 20 years ago.

View the image to the right to see what exactly is changing in the new label. And remember, it's not too early to start.

Engage your team of labeling, formulation, marketing, and purchasing experts to work with packaging and label companies to develop a comprehensive plan to change labels.

NEW LABEL / WHAT'S DIFFERENT

Servings: larger, bolder type	Nutrition Facts 8 servings per container Serving size 2/3 cup (55g) Amount per serving Calories 230 % Daily Value*	Serving sizes updated
New: added sugars	Total Fat 8g 16% Saturated Fat 1g 2% Trans Fat 0g Cholesterol 0mg 0% Sodium 160mg 7% Total Carbohydrate 37g 13% Dietary Fiber 4g 14% Total Sugars 12g Includes 10g Added Sugars 20% Protein 3g	Calories: larger type
Change in nutrients required	Vitamin D 2mcg 10% Calcium 260mg 20% Iron 8mg 45% Potassium 295mg 6%	Updated daily values
	<small>*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	Actual amounts declared
		New footnote

GMO Labeling Requirements

The Senate and the House have passed a bill to create a national disclosure standard for genetically engineered foods and block states from issuing their own laws. The legislation creates a number of labeling options for food companies to indicate a product contains GMOs, including using an on-pack phrase, symbol, QR or barcode that consumers could scan with their smartphones.

It is advised for food manufacturers that have not made a decision on a labeling strategy to identify any products that contain genetically engineered ingredients or components to do so. Companies should also be gathering appropriate documentation to support their labeling decisions and setting up systems to maintain that documentation.

A growing number of platforms are being offered to assist brands in delivering product transparency. One such solution is Label Insight, which provides a set of tools designed to get companies up and running with SmartLabel. Providing customers with better and more detailed information through the label is noted to be more than just being compliant with a law. It's about trust and loyalty with their consumers.



By scanning the SmartLabel (QR code) on Hershey's Simply 5 Syrup, consumers can instantly get detailed product information.

Dairy Foods, August 2016

Food Engineering Magazine June 2016