

## ● **Point of Sale**

### **Green Giant Launches PrimaPak Hybrid Packaging**

B&G Foods, Inc. recently announced the latest innovation in the growing line of Green Giant frozen veggie swap-ins - Green Giant Veggie Spirals. These spiral-shaped vegetables are a great alternative to pasta and will initially be available in Zucchini, Carrots and Butternut Squash varieties.



In addition to introducing this innovative product to the frozen category, Green Giant is also debuting the PrimaPak® package, a next generation hybrid packaging technology for Green Giant Veggie Spirals. This patented and versatile technology, produced by a joint venture, including Sonoco Flexible Packaging, acts as a bowl and allows consumers to blend ingredients, conveniently heat and serve without additional dishes. The semi-rigid, rectangular container with peel and reseal functionality limits waste through the use of less plastic compared to traditional trays.

Green Giant Veggie Spirals are expected to be in stores nationwide starting in January 2018.

Excerpted from [Packaging Strategies](#)

## ● **Point of Interest**

### **Opportunities, Incorporated is Expanding Capacity for our Customers!**

Opportunities, Incorporated is excited to announce the launch of a second production shift at their Madison facility starting on October 2, 2017. Our Packaging and Assembly customers continue to experience growth in their need for product fulfillment and co-manufacturing services and our team is stepping up to meet that demand by adding another shift.



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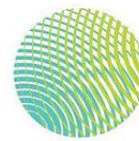
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## **Point of Service**

### Techniplas partners with Opportunities, Inc. to provide work experiences for individuals with diverse abilities

Techniplas, a leading global design and manufacturing provider of automotive products and services, partners with Opportunities, Incorporated to provide work opportunities and training to individuals with diverse abilities. Community involvement that will improve overall job knowledge and work experience while assisting the company in meeting its production needs is the greatest benefit to Techniplas when working with Opportunities, Inc. said Kayla Stone, Marketing Communications Assistant.



**Techniplas**  
Making the Connected World™

Recently, Techniplas has expanded their partnership with Opportunities, Incorporated by placing individuals with diverse abilities at their production facility. The support shown by Techniplas has been tremendous in Opportunities, Incorporated's mission to provide services for individuals for the purpose of maximizing their success and enhancing their abilities to be independent, contributing members of the community.

Opportunities, Inc. values its partnership with Techniplas both for providing projects on-site its facility, but also at their own!

## **Point of Progress**

### Top Five Reasons to Hire a Fulfillment Center

Company leaders often bristle at the thought of paying for outsourced distribution and fulfillment services. Team members at new companies often believe that shipping finished goods is something fun that can be handled in a stock room or in an adjacent staging area. Veteran businesses may have sunk costs in warehousing and shipping facilities where employees have done things their way for decades. For both kinds of companies to compete in today's marketplace, outsourced fulfillment centers offer five key advantages that outweigh the emotion of "going it alone."

#### 1. Fulfillment Services Help Gain Access to Tough Markets

Despite public overtures to the contrary, some states and counties still challenge new businesses with geographic laws and descriptions. City wage taxes, levies on specific goods, or limits on business conduct can hamper corporate expansion. Strategically located distribution and fulfillment centers help overcome these hurdles by placing goods just across from the boundaries of crucial territories.

## 2. Product Fulfillment Specialists Leverage Shipper Relationships

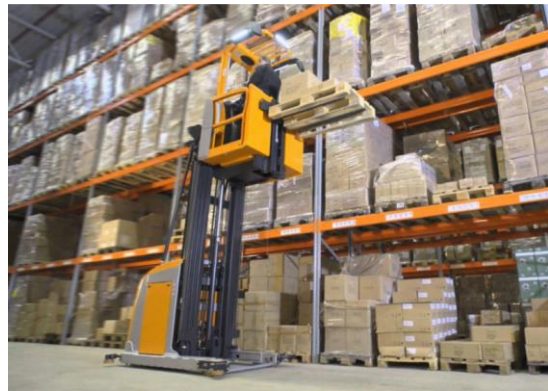
For start-up companies and other expanding businesses, high shipping costs can often break critical deals with clients. By amortizing shipping and handling for all of their clients into centralized accounts with major freight companies, fulfillment centers can pass along significant discounts. In many cases, these savings can offset the costs of hiring a fulfillment center to handle product logistics.

## 3. Fulfillment Centers Eliminate Workplace Safety Concerns

Compliance with the latest federal and state safety and labor guidelines can keep multiple full time employees occupied in any company. Companies that outsource product fulfillment don't have to worry about maintaining expensive certifications or completing ongoing safety training. Employees at quality fulfillment centers can get trained routinely on material handling, ergonomics, and other essential skills. Because overhead costs for these training programs are shared among a fulfillment centers clients, the net cost of compliance adds only a marginal amount to the cost of each shipment.

## 4. Direct Fulfillment Flexes Based on Marketing and Demand

Maintaining a flexible labor pool can challenge even experienced companies. Businesses with strong seasonal shifts or with a sudden hit product can find themselves faced with sudden staff shortfalls. When product fulfillment services develop strategies to accommodate all of the customers housed at a shared facility, workers enjoy more consistent hours and better pay. More highly skilled, satisfied workers help client companies make timely shipments at lower per-unit costs.



## 5. Fulfillment Services Increase Product Source Flexibility

Today's most sophisticated distribution and fulfillment services can handle product "kitting" or even light assembly of finished goods. For instance, if a product consists of multiple parts from multiple manufacturing centers, they can be pulled together at a central facility closer to end users. Assembling or packaging a complete kit at the last possible step before fulfillment to a customer can trim excess shipping costs. Some companies even use this kitting strategy to blend product elements from multiple manufacturing sources during periods of peak activity.

Shopping online for fulfillment quotes takes the guesswork out of budgeting for long-term shipping and distribution costs. Because many fulfillment centers price services as a combination of storage and shipment fees, companies can quickly understand how to build distribution costs into their overall markup. By leveraging all five of a fulfillment centers competitive advantages, businesses can even pass along net savings to their satisfied customers.

Excerpted from [Vendors Seek](#)

