

Pack Points

Sale | Service | Interest | Progress

Quarterly E-Newsletter

Point of Sale

Unique Tea Packaging - Twist to Brew!

Gizmo Beverage's Tea of a Kind, a ready-to-drink tea, employs an innovative cap designed to infuse tea just before drinking. Simply "twist to brew," as the bottle calls out, and you have a freshly-brewed tea with vitamins, antioxidants, and flavor in full effect.

The patented Vessl closure is a nitrogen-pressurized storage and delivery system that preserves active ingredients and fresh tastes from harmful environmental factors.

Tea of a Kind is offered in four flavors including unsweetened black tea, peach ginger black tea, citrus mint green tea, and pomegranate acai white tea. They recently introduced a new eco-friendly 4-pack that contains one ready-to-go bottle of tea and three refill Vessl closures. This 4-pack will help reduce pollution and resource consumption by shipping caps instead of heavy bottles of water to distributors and retailers. All the packaging materials used are also 100% recyclable.



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<https://www.delimarketnews.com>
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Point of Service

Partnership with Electronic Technologies International

Electronic Technologies International (ETI), located in Fort Atkinson, Wisconsin, has been a leader in the Electronic Manufacturing Services sector since 1990. ETI focuses on quality and performance to serve customers in the medical, telecom, industrial, wireless, and commercial industries in the Midwest and throughout North America.

ETI first began partnering with Opportunities, Inc. Mission Services in May 2018 by placing an individual with diverse abilities on-site. They have also hosted job shadows to assist individuals in exploring future career options and hands-on experience. After this initial successful collaboration, ETI connected with the co-manufacturing division of Opportunities, Inc. to assist with an assembly project.

Laura Zuleger, Director of Operations at ETI, noted that their partnership with Opportunities, Inc. is two-fold. Bringing diverse ability individuals on-site, allows ETI to supplement their existing workforce with a new

source of employee candidates. Working with Opportunities, Inc.'s co-manufacturing also allows them to fully utilize their workforce during this tight labor market. Zuleger stated, "I am very impressed with Opportunities, Inc. in walking me through the process starting with the quoting. They do all the documentation, train the trainer, and so on. They make it very easy for us. It is tremendously appreciated and an added value to ETI."

When asked to share additional thoughts on their partnership with Opportunities, Inc., Zuleger responded, "I'm excited for more opportunities. Now that we know how simple the job process is, we are certainly interested in more workers on-site and looking forward to the partnership growing."

Learn more about [Electronic Technologies International, Inc.](#)



Point of Interest

Will It Shrink Wrap? - NEW video series!

Ever wonder what you can shrink wrap?

Opportunities, Inc. Packaging & Assembly recently launched their video series "Will It Shrink Wrap?" on Facebook. Each episode will show whether various objects can be successfully shrink wrapped.

Sounds fun, right? And best of all, they are taking suggestions!

Watch the first 2 episodes by visiting their [Facebook page](#). Don't forget to like and follow to watch more.



Point of Progress

Let's talk plastic.

Recently, plastic has gotten a bad reputation and rightfully so. However, plastic is vital for the packaging industry for many reasons. You may be thinking, "why can't everyone just use an alternative and stop polluting the ocean with plastics?!" Unfortunately there are just some cases where plastic is a necessity and can't be replaced by one of the many alternatives such as corrugate, paper, etc.

Plastic is used in many facets of packaging across multiple industries such as food & beverage, health care, cosmetic & personal care, home & garden and consumer goods. Plastic is an essential part of the packaging process. We as consumers rely on plastic for a variety of reasons. Plastic is great for packaging because it keeps products safe, clean and secure. Plastic itself is lightweight, durable, versatile and recyclable which makes it perfect for a wide range of packaging needs.



Plastic offers a lot of great uses, but there are also some drawbacks as mentioned earlier. Plastic is getting a bad reputation as sustainability becomes more commonplace in the US.

- Even though plastic is recyclable, it doesn't always make it to the correct receptacle.
- According to [huffingtonpost.com](#), "...a total of about 19 billion pounds of garbage and plastic

- Waste ends up in our oceans every year.”
- Another hot button topic when it comes to plastic and waste is straws.
 - Get-green-now.com puts the total daily usage of straws in the USA at, “500 million or enough straws to circle around the Earth 2.5 times).

Due to some of the downsides to plastic in packaging some industry leaders are taking the initiative to become more sustainable.

PepsiCo plans to launch a residential recycling initiative that will not only be advantageous for themselves but their communities as well. According to Packagingnews, “This recycling initiative is part of PepsiCo’s signature sustainability program, “Performance with Purpose”; by 2025, PepsiCo’s goal is to:

- Design 100% of its packaging to be recyclable, compostable or, biodegradable
- Increase recycled materials in its plastic packaging
- Reduce packaging’s carbon impact
- Work to increase recycling rates.”

Starbucks has laid out plans to ban plastic straws worldwide by 2020. These straws will be replaced by a newly designed lid that is recyclable. Although Starbucks plans to ban the use of plastic straws, they have discussed using compostable plastic or paper straws along-side the new lids. According to Fortune.com, “The company said it is the largest food and beverage retailer to make such a commitment—a decision that will eliminate more than 1 billion plastic straws per year from its stores.” Starbucks plans to roll this new plan out beginning with Seattle and Vancouver as Seattle has already banned the use of plastic straws as a city.

The one thing that is not up for discussion is the fact that plastic is one of the cornerstones of the packaging industry. No matter which side you are on, everyone can agree that plastic is a very hot topic in this day and age. As the packaging industry continues to grow and evolve we will continue to see more alternatives and advancements that can potentially replace the extensive use of plastic.

Taken from Opportunities, Inc. Packaging Blog - <https://oipackaging.wordpress.com/>

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