

# Pack Points

Sale | Service | Interest | Progress

Quarterly E-Newsletter

## ● Point of Sale

### The World's First Flat Wine Bottle

If you've ever wanted to stack your wine or store it like books on a shelf, you need to see the world's first flat wine bottle. [Garçon Wines](#) has made a full-size wine bottle that is thin like a flask and features a convenient screw-cap — no cork necessary.

The U.K. brand designed its wine bottles this way so they could easily slip through a letterbox slot; wine delivery is big thing in Britain, but problems like missed deliveries and smashed or stolen bottles persist.

These bottles address all of those issues, and the design has even won an award. The Dow Chemical Company named the bottle a "Diamond Finalist" during its 2018 Awards for Packaging Innovation. Watch for it in the U.S!

### Let us help you with...

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<https://www.foodandwine.com/news/garcon-flat-wine-bottle-dow-design-award>

## ● Point of Service

Because *"It's not just business; it's a partnership"*

Dan West, General Manager of Wisconsin Packaging Corp., said it best when he stated, *"We look to partner with others with the same morale and culture. Opportunities, Inc. has the same culture and is community-minded like our organization. It's not just business; it's a partnership."*

Wisconsin Packaging Corp., is a division of Green Bay Packaging located in Fort Atkinson, Wisconsin. The company specializes in the design and manufacture of corrugated packaging and retail displays for clients throughout the United States.

West has been partnering with Opportunities, Inc. for over 20 years. When asked what he likes best in working with Opportunities, Inc., he replied, *"They are understanding and have the knowledge of what we do, by the end of our meetings, they know what direction to go in and understand our needs. It's the little things they do. They are good people, good communicators, and always willing to go the extra mile to help."*

West also stated that it is very important for Wisconsin Packaging Corp. to support their community. *"Partnering with Opportunities, Inc., we know they are providing vocational training opportunities to individuals with diverse abilities."*

Learn more about [Wisconsin Packaging Corp.](#)



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## Point of Interest

### **Corrugated Displays Benefits & How Opportunities, Inc. Can Help!**

Corrugated displays, or cardboard counter displays, are inexpensive AND a huge driver of sales that can get you a foot in the door for many brands with a new retailer.

If your labor is tight, the thought of rallying the troops to fill and assemble corrugated displays can be daunting. Not to mention the space needed to complete this bulky task. However, there's no need to fear...Opportunities, Inc. is here to help!

Learn more on how your brand can benefit from corrugated displays  
- <http://www.metallineproducts.com/role-corrugated-displays-pop-advertising/>



## ● Point of Progress

### Corrugated packaging market forecast to increase from \$315 billion to \$380 billion by 2023

Growth rates for corrugated have dropped from more than 7% annually between 2009 and 2010 to just 3.4% per annum on average from 2011 to 2017, as the industry came out of the global recession.

Two drivers, e-commerce and digital printing, are having an impact on the corrugated industry. E-commerce packaging favors the use of corrugated board with an estimated \$20 billion worth of corrugated materials used in this sector. Markets making use of corrugated for e-commerce fulfillment include consumer electronics, books and media products, fashion, toys, hobbies, and sports equipment.



However, in many cases, the same box that sat on the store shelf is used for e-commerce, with delivery shifting from the distribution center and retailer to the consumer's door.

A related trend is the growing adoption of digital printing in corrugated applications. The flexibility of run lengths, savings in set-up costs, and ability to personalize the unboxing experience is leading small and mid-size brands to capture sales and excitement on social media.

The study also predicts that the advent of e-commerce, especially in the grocery sector, is likely to have a slight negative impact on retail-ready packaging (RRP) usage, as e-sales do not require any RRP systems. Subscription box services and meal kits that offer direct-to-consumer weekly or monthly delivery of specialty foods will contribute to this slight negative impact on RRP.

When it comes to sustainability, corrugated competes well with other materials for e-commerce delivery, however, the restrictions that China has imposed on the importation of waste materials from January 2018 are likely to hamper the recycling industry over the short term, with new standards that restrict the contamination rates.

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