

## ● Point of Sale

Fruit cups grow up...so does their packaging!



In June 2016, Del Monte launched what they say is the "first-ever adult fruit cup." The packaging design for the new Fruit Refreshers line used black and bold colors, bigger cups and grown-up varieties to better satisfy adults looking for a convenient, fresh, healthy and tasty snack.

The products contain no high fructose corn syrup, no artificial flavors or sweeteners, no genetically modified organisms (GMOs), and are no more than 100 calories per cup.

Del Monte said their research showed adults enjoyed their fruit cups just as much as kids, so they wanted to cater to both audiences. They decided to target adults with adventurous flavors, larger sizes, and with more intriguing and convenient packaging.

<http://www.packagingdigest.com/packaging-design/fruit-cups-grow-up-so-does-their-packaging-2016-06-27>

## ● Point of Interest

**NEW!**

**BATTERIES. PACKAGING. FULFILLMENT.**

Opportunities, Incorporated is classified as a certified work center for the state of Wisconsin to provide products and services through the [State Use Program](#). As of April 1, 2016, Opportunities, Incorporated began a contract to supply the five main types of alkaline batteries to all Wisconsin State Agencies.



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Opportunities, Incorporated partnered with Rayovac on the contract to develop a co-branded 12 count battery package. Our state now buys a Wisconsin made product that is also packaged by our team here at Opportunities, Incorporated in Wisconsin, creating a win-win for our state.

For more information, [CLICK HERE](#).

Or contact Ken Maciejewski, Sales Manager:  
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## **Point of Service**

**Dorner Manufacturing has partnered with Opportunities, Inc. for over 15 years!**

Dorner Manufacturing, based in Hartland, Wisconsin, solves industrial, packaging, and sanitary conveyor automation needs. Both Dorner and Opportunities were founded in 1966 and are leaders in their industries. The two companies began partnering over 15 years ago to outsource non-value added operations in Dorner's facility.



Companies from over 1,200 different industries worldwide turn to Dorner to achieve improved efficiency, productivity, and a positive ROI. Opportunities, Inc. values their trust and commitment to be an extension to their services. Randy Meis, Vice President of Operations at Dorner Manufacturing, stated, *"We can count on Opportunities, Inc. to deliver a quality product, on time, and at a lower cost than what we are capable of doing ourselves. It is one less thing that we have to worry about in bringing a project home."*

Meis continued, *"Our relationship with Opportunities, Inc. throughout the years has been beneficial to Dorner. Our team has commented positively about working with their pleasant staff and the quick responses we receive to all of our requests."*

In return, Dorner has been an outstanding company to partner with. The mission of Opportunities, Inc. relies on dependable partnerships like Dorner. *"When contemplating the outsourcing of kit assemblies, advancing individuals with barriers does play a role in our decision. We are proud to support the mission of the Opportunities' organization."* Meis concluded.

## **Point of Progress**

**7 Questions to Gain Control of Your Brand on the Digital Shelf**

To gain brand share of a rapidly expanding e-commerce market, marketers need to provide consumers with an experience online that's as true as possible to the product they choose at the physical store shelf. Your brand can and should look as flawless on the digital shelf as it does on the physical shelf.

## **Need A Quote?**

**Or ideas to improve your current packaging and assembly projects?**

Contact  
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These are the top seven questions you need to be able to answer.

1. **Does my organization have a unified supply chain strategy for managing the presentation of our brands on the digital shelf?**
2. **Does my packaging look consistent across multiple online retailers?** Check your brand's e-commerce images across online retailers and product review sites. If any inconsistency at all, consider it an opportunity to improve the impression your brand makes on the digital shelf. You've earned your consumers' trust. Continue to encourage them to buy with confidence.
3. **Can I achieve a stronger brand presence and reduce costs at the same time?** By using final, approved artwork for both your printed and virtual package, you eliminate the need for photography, thereby lowering supply chain cost. At the same time, you gain control of the presentation of your brand and consistency between packaging on the digital shelf and the physical shelf.
4. **How can the inaccurate representation of my brand online put my market share at risk?** You'll lack the control to execute design changes simultaneously off-line and online. Your current consumers will expect to see the same package they buy on the physical shelf, on the digital shelf. If they don't, they may question its authenticity or freshness. New customers who've never purchased your product on the physical shelf will expect to receive the package that they ordered online. Any difference between the two can create a brand disconnect. You could lose customers to a competitor who's getting it right.
5. **How does the inaccurate representation of my brand online put my business at regulatory risk?** EU Regulation 1169 requires clearer and more prominent display of allergen and other information on packaging and specifies that compliance includes the digital shelf. On May 20, 2016, the FDA finalized the new Nutrition Facts label, with compliance required by July 6, 2018. The FDA has not yet addressed images of packages online, but they may, and if they do, will you be compliant?
6. **How can I ensure that images of my packaging online adhere to brand standards?** If you haven't already, you should consider specifying explicit standards for packaging on the digital shelf in your overall brand guidelines. A digital e-content solution that uses approved-artwork final files and enforces GS1 standards for 3D images can go a long way to simplify compliance with your own standards for packaging images online.
7. **How can I take control?** Commit to complete, correct, and up-to-date packaging wherever your brand appears-on the digital shelf as well as on the physical shelf.

If brands are truly successful in creating a singular brand experience, the online experience must mirror the off-line experience. Getting to market on time is critical of course, but the best deployment processes will deliver far beyond that. They will protect a brand's equities and the way it's presented in all marketing mediums around the world.

<http://www.packworld.com/trends-and-issues/e-commerce/7-questions-gain-control-your-brand-digital-shelf>

