

Spring 2014

Pack Points...

Point of Sale

To broaden its consumer appeal and product usage Healthy Solutions Spice Blends recently launched their line of 16 distinct all natural spice blends in new re-designed retail packaging. With the goal to package the product that looks as good as the spice blends taste (and to show off its sophistication), the new design features a bold image of spice blend scoops with a colorful array of spices in each scoop.

The company also reformulated each of their blends to eliminate any unnecessary ingredients, additives or preservatives to deliver consumers a healthier meal option. The new packaging also has updated recipes suggesting food pairings to enhance the consumer experience of cooking with Healthy Solutions Spice Blends.



Excerpted from
packagingdigest.com

Point of Interest

The food packaging market is forecast to record continuous growth over the next decade. Small and medium retailers have been gaining market share as the economy is getting stronger. Even the attendance at food shows has seen a major change. The trade shows over the past few years were primarily represented by bigger corporations with bigger buyers in attendance. However, recently smaller buyers are attending and raising the bar on competition.

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Our Certifications:

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FDA Registered to Re-Package OTC Drug Products



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Excerpted from packworld.com and
R. Van Loon (personal communication, Feb. 18, 2014)

● *Point of Service*

Tailored Label Products, headquartered in Menomonee Falls, WI, is known nationwide for high performance labels, UL/CSA labels, custom labels, die cut adhesives, short run and long run labels. For over 25 years, Tailored Label Products innovativeness has allowed them to engineer and provide unique, custom label products and specialized adhesive solutions.



Tailored Label Products, Inc.
"Passion for Innovation"

Opportunities, Inc.'s partnership with Tailored Label Products over the past two years has been very beneficial for both parties. Mark Little, Flexographic Operations Manager at Tailored Label Products, noted, "It's been a great relationship and we fully appreciate the quality that is put into the work. I have a comfort level that Opportunities, Inc. handles our work correctly. After meeting with their team, I was convinced that quality is just as important to them as it is to us." He noted that working with Opportunities, Inc. is beneficial in meeting their deadlines, as handling the items in house may not always be as timely.

Partnering with Opportunities, Inc. also benefits individuals with barriers to employment by providing work skills training. Little said this was important to Tailored Label Products to help these individuals learn work skills to advance in the community. Overall, the partnership has been great and both companies are supportive in providing more job opportunities in the future!

● *Point of Progress*

Retailers have taken notice at how the economics of high-volume, fast-moving consumer goods have changed in recent years. Led by big box stores, these retailers have seen the wisdom of trimming one of their biggest costs of operation store floor personnel hours spent restocking or "facing up" products on shelf.

Brand owners have scrambled to meet retailers' requests with retail-ready solutions ranging from large corrugated boxes with loose packages to smaller, notched paperboard holders for stand-up display of carded packages and all points in between. The specific type of retail-ready package for the job depends on the specific retail environment where the products will live, but there are many factors to consider.

1. Remember the primary market drivers. The trend toward more retail-ready packaging is driven by retailers' desire to reduce store staff hours. The ideal retail-ready package is a shipping package that can be almost instantly shelf-ready.

2. Engage suppliers early. Always work closely with suppliers in order to optimize the retail product SKUs and features before starting the real project. Shelf dimensions, rate of sale, automated warehouse systems, and distance travelled all can have an impact on how successful any retail-ready package is.

3. Mind your perforations. The type of perforation will affect the ease of tearing, and the design and placement of a tear-off part will affect the strength of the package. Double-check that your new packaging design will work with the current packaging equipment.

4. Maximize the experience for retailer staff. Keep it simple. Make the packaging intuitive for the stock person to display correctly. Too many parts and wordy instructions should be avoided.

5. Maximize the experience for consumers. Always design with the consumer in mind. Make sure the packaging is not only easy to stock on shelf and looks great, but also that the consumer can remove the primary product package from the retail-ready packaging easily.

6. Go the extra mile for marketing. Make it easy to see the primary product's main claim to fame. Make sure the artwork fits the parameters required by the package and the equipment.

7. Compromise to align goals. Retail-ready packages should be thought of holistically, as primary package design has an impact on secondary packaging and on pallet optimization. Reducing material thickness cuts costs, but a common pitfall is not having heavy enough carton weight, or strong enough seals, to hold the contents securely during shipping.

8. Invest in thorough design exploration. Start with the mandatory labeling elements on the retail-ready packaging first and then design around them, because starting with a graphic element first can be counterproductive. Retail-ready packages are highly marketing driven, so creativity in graphic package design tends to trump functionality.

9. Present a conscientious structure. Avoid odd shapes and complicated packaging that will not be seen as efficient by the retailer and the consumer. Avoid standard "stadium case" packaging that does not perform well on shelf.

10. Simplify the visual presentation. Maximize shelf presence without sacrificing package integrity. Limit the initial visual impact to one key message that shoppers will recognize.

11. Don't skimp on printing. Flexographic printing on corrugated and paperboard has improved in recent years, but make sure not to compromise the brand's visual equity. Make sure brand impression still is strong and represents the brand in its best light, and that print registration stays within acceptable variances.

12. Sweat the details. In-the-field testing is almost a must to avoid failures with packaging that inhibits product from being picked off the shelves because of its bad appearance. If feasible, invest in ISTA certification. Use only certified materials for distribution in the geographic locations intended, and maintain records of objective evidence of certification.

Excerpted from www.packworld.com

