

● **Point of Sale**

Chobani Uses Package Design to Grow Category

Greek yogurt brand Chobani announced a major portfolio expansion along with new marketing initiatives targeted at new and existing consumers and eating occasions, including a new platform designed specifically for kids and tots.

Chobani's Chief Marketing and brand officer, Peter McGuinness stated, "People are hungry for better food options throughout the day and we'll continue to fuel our growth with products that fill gaps in the market and meet consumer needs. We see significant room for growth and, as the leader, we feel it's our right, role and responsibility to curate the category with the best possible options out there."

As part of its strategy to expand its audience in 2015, Chobani will be announcing partnerships throughout the year that raise brand awareness and introduce more people to the Chobani Greek Yogurt.



Excerpted from www.packagingdesignmag.com

● **Point of Interest**

Your *Other* Flexible Workforce

Workforce can be a key element in packaging your product. Not only does Opportunities, Inc. employ nearly 400 production staff members on a daily basis in 3 locations -- Fort Atkinson, Oconomowoc and Madison - - we also operate a full service staffing agency called [Diversified](#)



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● **Point of Service**

Job training is something any professional values. But it means even makes a difference for people with barriers in our community. That is what the partnership between Opportunities, Inc. and Western States Envelope & Label is all about.

Opportunities, Inc. provides accurate envelope packaging and kitting to Western States' customers, while Western States provides vocational training and opportunities for individuals with disabilities and other life barriers in the Greater Waukesha County.

It's been nothing shy of a winning partnership for Western States: "Our needs are complicated. Attention to detail for our customers is very important, but Opportunities, Inc. is consistently knowledgeable, thorough and accommodating. They've helped us give our customers the exact requirements they're asking for," noted Shayne Kern, Special Projects Representative for Western States Envelope & Label.

Western States Envelope & Label serves a national market of printers, distributors and mailing service providers. In business since 1908, Western States is known for its expansive offerings, advanced manufacturing techniques and commitment to environmental initiatives. Learn more at www.wsel.com.

Through this partnership, Opportunities, Inc. enjoys making a positive impact on business as much as Western States Envelope & Label enjoys making a positive difference in our community.



● **Point of Progress**

Are brands endangering consumer loyalty with poor packaging choices?

Packaging that isn't designed to enable virtually complete product evacuation could be endangering brand loyalty, according to a new survey by LiquiGlide Inc.

More than one thousand consumers were asked about their attitudes and habits related to the packaging, use, waste and disposal of sticky consumer goods. When told how much shampoo, conditioner, mayonnaise, laundry detergent, and body lotion that the average person throws away, 89% of those surveyed responded that they it's "a huge waste," and 85% say they hate that they're not getting the full value of what they paid for.



The overwhelming majority of respondents said they were willing to try new packaging if it enabled them to get products out easily. Most of the respondents said they were even willing to switch brands for ones with more efficient packaging.

It's not only about the lost money; it's about the principle of the matter and the environmental impact. Consumers are determined to get every last drop. More than 60% of respondents spend more than a few minutes squeezing or scraping the last drops of product, including 15% who spend "as long as it takes."

The look and feel of the packaging gets consumers to purchase, but the functionality is key to brand loyalty.

Excerpted from www.packagedesignmag.com

