

## ● Point of Sale

### Portability, Pour-ability, & Reclose-ability in one!

When seeking an enhanced flexible packaging solution, Giants Sunflower Seeds' goals were clear.

*"The packaging had to be a great fit with end-consumer usage behaviors and needs. So portability, pour-ability, and reclose-ability became the driving considerations for this on-the-go, shareable snack,"* says Carrie Strieter, Strategic Marketing & Innovation for Zip-Pack.



The Zip-Pak Pour & Lok, a resealable packaging solution combining easy opening and pour spout functionality, emerged as the ideal solution for the brand, supply chain, and consumers. Giants' conversion resulted in higher production capacity, a reduction in processing speeds, and less scrap and downtime.

Excerpted from [Packaging World](#)

## ● Point of Interest

### Join us for a round of golf!

Opportunities, Inc. is hosting its 15th Annual Spence Jensen Classic Golf Outing on **June 1, 2017**. We invite you and your co-workers to come out and golf with us at the beautiful Koshkonong Mounds Country Club in Fort Atkinson.

Registration forms will be available soon. Please contact us for more information or to be added to our contact list.

Reserve your team by contacting Jason Frey at 920.563.2437 ext. 4157 or [jfrey@oppinc.com](mailto:jfrey@oppinc.com).



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Or ideas to improve your current packaging and assembly projects?

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Can't make the event?

Sponsorships are available or donate an auction item. We will be sure to include your company name at our event!

## ● Point of Service

### Fastenal collaborates with Opportunities, Inc. for production assistance

Fastenal, the largest fastener distributor in North America, was founded in 1967 and is headquartered in Winona, Minnesota. Fastenal provides companies with the fasteners, tools and supplies they need to manufacture products, build structures, protect personnel, and maintain facilities and equipment. Earlier this year, their downtown Milwaukee store established a partnership with Opportunities, Inc. to assist with their kitting needs.



Fastenal works at a fast pace to provide its consumers a quality product in a timely manner. Opportunities, Inc. is able to assist with their production in an impactful way. *"Opportunities can help undertake these daunting projects to alleviate the pressures of our day-to-day operations while simultaneously helping to give our customers a superior product by using Opportunities' strong suits, experience and machinery,"* said David Resnick, Outside Sales for Fastenal. Resnick also noted, *"Opportunities always acts in a professional manner and has an open line of communication. They have the ability and an openness to adapt to curve balls that are thrown into the mix. They are there to help us get the best results possible."*

Collaborating with companies such as Fastenal, provides valuable training hours to individuals with barriers to employment. *"Any time anybody can help another person build skills to be successful in their endeavors it is a good thing. I am just happy that we can team up with Opportunities to help these individuals gain confidence and training,"* Resnick comments. Fastenal is making a great impact on Opportunities, Inc.'s mission and services through this inspiring partnership.

## ● Point of Progress

### Four snacking trends and their packaging implications

While the sit-down family dinner isn't dead, it seems to be the exception rather than the rule. Today, consumers are more likely to snack throughout the day, even when socializing over the weekend.

What does this mean for packaging development and design? Gil Horsky, global innovation head from chocolate, biscuit, candy and gum brands powerhouse Mondelez Intl., pinpoints four snacking trends that packaging designers can leverage to create product/package combinations that win consumers over.

**1. Mission Nutrition:** Being healthy is becoming increasingly aspirational as consumers become more conscious about the food choices they make. This means consumers are expecting food companies to be part of the solution, and not the problem. It is critical to have a clean design with a single-minded benefit. A great example is Belvita Breakfast Biscuits (see photo).



**2. Pure Pleasure:** From chocolate inhalers to lollipop cakes, clever producers are turning "snacks" into "experiences" that enliven and enrich. Marketers and designers need to maximize the role that the pack structure and design can play in enhancing those "pure pleasure" experiences.

**3. Social Snacks:** Consumers don't want to snack alone. Sharing and personalization can turn snacking into a social activity. Social networking tools and digital printing has opened up new possibilities for this.



**4. Instant Everywhere:** Buy-on-the-go lifestyles demand new retail and vending formats that make snack buying instant, affordable and fun. New pack and product formats enable consumers to snack on-the-go with product categories they have never been able to do so before. Go Cubes is a great example of a product that offers chewable coffee cubes (see photo).

### ***How should food companies leverage packaging to deliver on their high expectations?***

Horsky:

It is amazing to think that a few decades ago the packaged snacking category hardly existed, while today it is one of the fastest growing food segments, with the number of daily snacking occasions constantly growing. With this increased role snacks play in people's lives, their expectations of these snacks are on the raise.

One mind-shift still required by many manufacturers, is the realization that they must place packaging exploration and development at the forefront of their innovation process. Some manufacturers focus only on the edible product and leave the packaging to the end of the process, as an after-thought. That approach has been proven not to work-to exceed consumer expectations of new snack offerings, packaging requires the same attention by marketers and product developers as the actual edible product receives.

Excerpted from [www.packagingdigest.com](http://www.packagingdigest.com)

