

Pack Points

Sale | Service | Interest | Progress

Quarterly E-Newsletter

● Point of Sale

Re-branded and new packaging a plus!

Blisterpacks are used in pharmaceutical packaging more than any other market. That's why the new Furlbliss pet brush by Vetnique Labs is worth a mention, as it is in pet care. The company chose blister packaging to offer consumers an easy view of its product as well as a touch hole to feel it.

Vetnique Labs purchased the company that made the brush in 2017, said Bridget Swanson, Vetnique director of sales and Operations. "At the time, the brush was packaged in a paperboard carton incorporating a small area through which shoppers could see the brush, but only a graphic representation of the full brush itself."

Vetnique re-branded the brush as Furlbliss, and wanted a different package, one to display the uniqueness of the brush. The company ended up choosing Transparent Container to develop the new package.

"When we met with Transparent's design team for the first time, we didn't have a specific package concept in mind," said Swanson. "We knew we wanted an eye-catching package that would let consumers see the front and back of the entire brush. We looked at sample packages and discussed concepts of a blister package with the team, and what various formats could offer. We decided that a trapped blister would be an ideal package."

The trapped blister is made of 10mil PVC (polyvinyl chloride), held in place by 20-point coated two-side SBS (solid bleached sulfate) cards printed in process colors. The cards provide a billboard for the product, usage information and photos. The blister also incorporates front and back touch holes through which the consumer can feel the soft surface of the silicone brush.

Excerpted from <https://www.packagingstrategies.com/articles/90425-blister-packaging-vs-bottles-for-pharmaceutical-products>

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Point of Service

ZenToes - It' all on the package!

ZenToes, a small business based in Madison, Wisconsin, provides fast, holistic pain relief for bunions without surgery or embarrassment.



Sarah Shook, owner and entrepreneur of ZenToes, approached Opportunities, Inc. when the demand of her product from Amazon outgrew her in-house capacity. Sarah has been working closely with not only Opportunities, Inc.'s production team, but also its customer service, sales, and IT teams to increase product flow and support ZenToes online infrastructure to improve the efficient fulfillment of product.

When asked what the greatest benefit is to working with Opportunities, Inc. Sarah responded, "The high quality packaging and fulfillment services that they provide. I always know that the products my customers receive will be packaged beautifully and exactly what they ordered." She also noted, "Over the last couple of years I've added a lot of products and processes. Opportunities, Inc. has always risen to the new challenges to keep growing with my business. They [Opportunities, Inc.] is a great partner and I can't imagine running this business without them!"

The mission-bonded partnership with ZenToes can be seen right on the package...literally! On each of ZenToes packages, you will find printed "Your product has been packaged with dignity and purpose by an individual with diverse abilities who works at Opportunities, Inc. in Wisconsin. Visit www.oppinc.com to learn more."

Learn more about ZenToes.

Point of Interest

Blister Cards - we can help!

Blister cards allow the consumer high visibility of your product without sacrificing security. This form of packaging provides ample room for graphics and product information.

Blister cards are a cost effective alternative to "plastic intensive" packaging such as clamshells, while still offering a similar look. In light of rising petroleum prices, many of our customers have chosen to make the switch to blister cards in order to **reduce packaging costs by up to 60%** and to **eliminate up to 75% of the plastic** from their packaging for a more environmentally friendly offering.

Our equipment includes rotary blister card sealing machines to handle both small and large production runs. Opportunities, Inc. has years of experience helping customers work through the entire process of packaging their products in blister cards. We can walk you through the process from thermoforming (making the blisters), to blister card printing (which requires special coating), and sealing.



Contact us for your blister card needs!

kenm@oppinc.com or call 800.314.4567

Point of Progress

How package fulfillment impacts supply chain costs

While retailers are looking for ways to decrease shipping costs, they're also focusing on fulfillment, which can sometimes cost as much as shipping.

Deciding on fulfillment options is more than just putting the item in a box or envelope, though. It also involves packing materials, storage and product location. With the rise of e-commerce, brick and mortar stores are deciding whether to fulfill from a warehouse, from their stores or a combined approach.



The rise in fulfillment options is allowing some smaller retailers to compete in the big leagues, using third-party logistics (3PL) providers.

Fulfillment at store versus warehouse

FedEx and UPS talk with their merchant customers about where the majority of their orders are going, as they tend to sell in certain areas. It may make more sense for them to stage their inventory at a different location if it's a shorter distance to the majority of their customers, or to use a fulfillment center closer to the customers.

Smaller stores may have a harder time shipping from stores, as they're not able to carry as much inventory and are not set up for fulfillment and shipping. In that way, using an outside fulfillment company to store and ship their products off-site allows them to compete with larger retailers.

Omnichannel fulfillment

Large merchants can ship products from store to store, helping to leverage their fulfillment in an omnichannel environment, or shifting higher price products that may soon lose value to a different location, due to demand or season.

While large companies should be leveraging brick and mortar stores in addition to warehouses for fulfillment, says Jindel, sometimes these retailers ignore the opportunities because of channel conflict. They see e-commerce as separate from the brick and mortar locations.

"They're blinded, thinking they have to follow the Amazon model using fulfillment centers," says Jindel. "They'll never catch up with Amazon using Amazon's model. They need to learn to leverage their stores." While retailers may incur high initial costs to change their model, they should learn how transportation, distance and fulfillment expenses affect their total shipping cost.

How to decrease fulfillment packaging costs

Fulfillment prices depend greatly on what options the customer wants, especially when using an external fulfillment provider. Options may include adding sealed air, custom boxes or even ribbons on the packages.

Decreasing package size can lower shipping costs, but it can also lower the fulfillment packaging costs. Jindel recommends minimizing the shipping cube size used for packages. "A lot of companies throw peanuts and bubble wrap in, paying for the air and unused space in the box," he says. He tells clients to use an envelope when you don't need a box, and to use the smallest box possible for the package. Most items are already supplied in well-designed packaging, so duplicate materials aren't usually necessary. When buying transportation, you're buying space on a truck, airplane or ship. The dimensions of the item being shipped is critical.

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