

● **Point of Sale**

Daisy adds flexible packaging to its sour cream line-up

A new packaging design for Daisy Brand sour cream takes food packaging in a creative and functional direction. The distinctive 14-oz Daisy Squeeze package is an inverted, wedge-shaped pouch with a flip-top dispensing closure.

The blue polypropylene closure incorporates a silicone dispensing valve and a tamper-evident pull ring. Which means it's easy-to-control, has drip-free dispensing - and no spoon to wash!

The package design is proprietary and has been awarded a U.S. patent. The packaging body is a flexible film. The design is perfect for topping occasions (60% of all occasions are topping), minimizing waste, preventing spoilage from spoons, providing better value, easy to use for the whole family, and is a superior design than other squeeze packages.



Excerpted from www.packingdigest.com

● **Point of Interest**

Expanding our capabilities!

Opportunities, Inc. is dedicated to finding and offering more efficient ways to package projects in a more timely manner. Services have always included insertion of product into pre-printed or clear bags, however recently this service has advanced to offer an automatic bagging system with the capability to print on bags. Bags are fed through a machine, printed (labeled, barcoded, or addressed), a blower opens the bags allowing product to be inserted, and then bags are sealed and cut into individual units.



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Sample Bag

● Point of Service

Lt. Governor Speaks at Opportunities, Inc. Business Partnership Recognition Event

On October 23, Opportunities, Inc. hosted a luncheon to formally recognize business partners and community organizations that have advanced employment and training opportunities for individuals from a diverse background of skills and abilities. The event was in conjunction with the 25th Anniversary of the Americans with Disabilities Act, National Disability Employment Awareness Month and Wisconsin Manufacturing Month.

With over 50 businesses and organizations from around southeastern Wisconsin in attendance, keynote speaker Lieutenant Governor Rebecca Kleefisch presented recognition awards to each and thanked them for their commitment. The Lt. Governor has been a long-time supporter of the agency and surprised the staff with a certificate from the state for their *"outstanding service promoting community employment aspirations for all our citizens."*

To read more, [click here](#).



Lt. Governor Kleefisch was guest speaker at Community Recognition Event.

● Point of Progress

10 Ways Smart Packaging Can Illuminate Your Brand

What can hardware manufacturers learn from cream cheese?

In 2014, Kraft changed both the recipe and tub design of its iconic Philadelphia Cream Cheese brand. With its new stackable design of oblong containers that stop products from shifting on store shelves and keep labels facing forward, consumers can easily spot their favorite flavors and Kraft can stock an additional row of products on the shelf.

Smart packaging is a way to differentiate products and elevate brands. It may ignite a conversation among people or it may serve as a platform for added functionality and improved performance. Smart packaging is experiencing massive growth; the sector is expected to reach **\$39.7 billion by 2020**.

So, whether you make cream cheese, computers or consumer electronics, **consider these top 10 ways that smart packaging can illuminate your brand:**



1. Go beyond conventional packaging to take advantage of hybrid approaches that integrate both rigid and flexible materials to attain better shelf life while improving sustainability and customer interfaces.
2. Use smart codes to embed more information onto your package.
3. Deliver extended protection and more functionality through new engineered materials and substrates on labels that change when exposed to certain variables. Interactive food labels that communicate a product's state of freshness or temperature are gaining momentum while advances in anti-theft tag sensors continue to reduce shrinkage.

4. Add intelligent functions through the integration of different manufacturing components to connect, capture, analyze and provide business intelligence.
5. Follow advancements in printed electronics on flexible films and miniaturized components, which are finding their way into packaging concepts today. The flexible structure of the circuits make it possible to integrate this added intelligence into existing package molding and labeling processes.
6. Enrich "lock and key" brand protection while ensuring a rich consumer experience. Such is the case with HP Instant Ink, which includes microchips in inkjet refills so the printer automatically buys ink for the customer when its supply runs low.
7. Create and nurture immersive sensory experiences when the package is opened or activated. Perhaps the brand mark becomes illuminated when the package is opened.
8. Turn your package into a billboard promoting other offerings and dynamic displays of user ratings while giving consumers multiple ways to connect with your brand.
9. Measure packaging performance for greater sustainability: Reduce, reuse and recycle. There are far-reaching benefits from following the performance of your package through its entire lifecycle to modify, improve and eliminate waste.
10. Leverage social networks to connect physical objects to social platforms. Enabling the connected conversation creates endless opportunities to foster integrated marketing, social campaigns and peer recommendations.

Excerpted from www.packagingdigest.com

