

## ● Point of Sale

### Paper Pouch-Bowl Empowers Breakfast Portability

Gluten Free Bar Power Breakfast is an ingenious paper pouch-bowl that adds a major boost of convenience for on-the-go hot breakfasting at work and elsewhere.

The gluten-free formulation includes oatmeal along with beneficial, flavor-enhancing ingredients such as hemp, flax, fruit, seeds and nuts. The proprietary packaging further separates it from its competition by cleverly marries a standard packet with a paperboard sleeve to deliver a "pouch-bowl".



The packaging consists of an inner poly-lined packet glued within a wraparound paperboard sleeve that has a foldable bottom gusset. The consumer bends in the sleeve's ends to reform the packaging as a boxy-shaped bowl. The sleeve has special scores and die cuts plus a bottom panel that unfolds as a platform to support the inner pouch.

*"We are stepping outside of the box with this packaging and we think this brings some sorely needed innovation to the oatmeal category,"* says Elliott Rader, co-founder and partner at GFB.

Excerpted from [Packaging Digest](#)

## ● Point of Interest

### Printed Film Bundle Wrapping Services

Bundle wrapping is a great package choice for consumer product companies that want to produce multi-packs and variety packs with attractive promotional messages targeted at retail and club store markets. Also known as bull's-eye shrink packaging, because of the open ends, bundle wrapping provides a cost-effective package with the option of attractive color graphics for high visual impact that delivers from both the front and back for point-of-purchase impact. Product can be wrapped in trays, on a pad or unsupported. The proper bundle film is typically strong enough to provide the consumer the added feature of "handles" to carry product at the bull's-eye ends.

This type of package is ideal for plastic and glass bottles, cans and jars.



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**Need A Quote?**

Opportunities can shrink bundle your product in clear film or print-registered polyethylene film (note: minimums are required for printed film). Bundle wrapping your product with printed film gives great flexibility to quickly change couponing and advertising messages.

Contact Ken Maciejewski for your bundle wrapping needs.



**Or ideas to improve your current packaging and assembly projects?**

Contact Ken Maciejewski at 920-723-2845 or email [sales@oppinc.com](mailto:sales@oppinc.com)

## **Point of Service**

### **Opportunities, Incorporated Celebrates 50 Years!**

Time sure does fly when you're having fun! Opportunities, Incorporated has provided social and employment services for people with diverse abilities since 1966. Opportunities, Incorporated celebrated our 50th anniversary in October with a ceremony and luncheon with all of our program participants. Keynoting the event was Lt. Governor Rebecca Kleefisch, who in addition presented our organization with a proclamation from Governor Scott Walker in honor for our contributions during the past half-century.

Kleefisch noted that people with diverse abilities represent a tremendous opportunity in today's economy. She stated a number of facts within her speech, including:

- Wisconsin has a low 3.4% unemployment rate with around 100,000 open jobs.
- The turnover rate for traditional employees is 45% and only 8% for people with disabilities.
- Individuals with disabilities have the highest unemployment and underemployment rate.
- For every \$1 companies spend on accommodating employees with disabilities, they get a return on their investment of \$28.69. However, most employers don't need to make any accommodations at all.

It was wonderful celebration and enjoyed by all. Opportunities, Incorporated has a solid foundation and mission; however, it could not have been possible without you, our business partners.



Lt. Governor Kleefisch presents Barb LeDuc, Opportunities, Inc. President/CEO, with Governor Walker's proclamation.

## Point of Progress

### Packaging Trends to Watch for 2018

2018 is here! Retail brands and consumer goods manufacturers, Packaging Designers and Engineers are gearing up for what changes they can bring to their respective packaging worlds in the coming year.

#### Light and Flexible Packaging

The flexible packaging market is growing across the globe due to the many benefits and flexibility it provides including recyclability and lightweight protection for all types of packaged goods. The lighter the package, the lighter the load for palletizing which can significantly reduce the freight costs for shipping products to their destination.

#### Clean Labeling and Healthy Foods

Food manufacturers must act accordingly to meet the evolving customer needs and create foods with recognizable ingredients. This means the preservatives that are unrecognizable and generally extend shelf life should be replaced with packaging materials and technologies that can counter the removal of these preserving ingredients.

An example of new technology like this would be using High Pressure Processing (HPP) which extends shelf life for fresher, safer foods.

#### Labeling Requirements

In addition to clean labeling, 2018 is the current set year for the transition to new FDA nutritional labeling regulations for foods. Understanding the FDA regulations for food labeling requirements is an **absolute must**. Know what nutritional content for the ingredients in your food product, the serving size, expiration dates and the placement requirements for your package.

#### Creative Package Designs

With the growing demand for customization as the online sales of consumer goods increases, the need for creative packaging is increasing as well. Using customized shapes for packaging to complement a flavor or product use is a great way to leave a lasting impression on your consumers in the coming year. Another way to get creative is to utilize a re-usable package for your products. Provide customer delight with a package that can be utilized differently once its contents is finished.

Often when you think creative, something busy or intricate may come to mind, but extreme minimalism can also be a huge winner for your products.

## Survivalists and Selectionists

Survivalists include the growing number of retirees and millennials that are burdened with college debt. The survivalists will be found shopping at value outlets like Costco, Aldi's, and online outlets offering lower prices and more convenience.

On the other side of the fence, the selectionists are not worried about spending more for quality. This segment of the population is not worried about price and will be looking for a 'quality' or premium-priced items at namesake stores.

No matter where your target market lies, its important to know who they are, and to make sure packaging speak to them while remaining economical.

Excerpted from [Industrial Packaging](#)

