

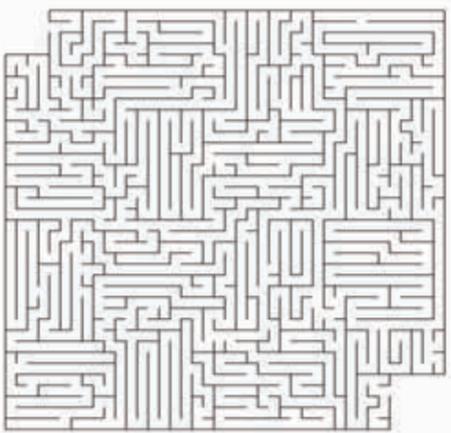
# Fun & Games



# VISION

A Packaging Industry Newsletter for the 21st Century

Fall Maze



What's a Wuzzle?

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Fall Word Search  
Reveal Fall Message with Unused Letters!

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## The Many Faces of Corrugated



In previous issues, we discussed the importance of the use of graphics and color on corrugated packaging and displays to communicate marketing messages that help to shape consumers' perceptions of brands and products. Research has proven that packaging decorated with high impact graphics incorporating bright colors and photo images can convert a simple in-store package into a compelling sales tool that helps influence purchasing decisions. Manufacturers recognize that properly designed graphics can highlight the uniqueness of their product, as well as help build brand loyalty. They invest heavily in creative and beautiful package designs that focus on drawing the consumer's attention to their product and if successful, they benefit from increased unit sales. Another trend is emerging that is driving a shift to more sophisticated graphics. Many large supermarkets and big-box stores are requiring companies to provide their products in retail ready packaging. Stores save on labor costs because cartons are handled more efficiently and the primary packages don't have to be individually stocked on shelves. Manufacturers benefit from the

added exposure their products get when displayed on the retail shelf with the attractively designed retail ready packages functioning like mini billboards. This marketing process allows companies to interact more personally with shoppers by influencing their decisions directly at the point of purchase. Corrugated packaging and in-store Point-of-Purchase displays are the preferred vehicles for shipping and displaying most products. Corrugated boxes are lightweight and cost efficient, yet strong enough to provide excellent protection to products as they move through the distribution system. Modern manufacturing processes and versatile design capabilities allow converters to offer consumer product companies a wide-ranging assortment of packaging and display solutions to help market their products. All of these solutions include the use of high-impact graphics designed to help sway buying decisions. The most popular methods for printing graphics on corrugated are flexography (postprint and preprint), litho lamination and digital printing.

*Continued on page 2*



### When Do You Give Thanks

Do you wait until Thanksgiving Day or Christmas to thank those that you love and those that have helped you? It is important to spend time during these special holidays to be thankful. However, it shouldn't be the only time you demonstrate your love and appreciation to others. There are some great reasons to thank people throughout the year and not just during the holiday season.

1. Your appreciation may have more of an impact when it is done at an unexpected time. Giving thanks during the holidays can be somewhat expected. Surprise someone by showing your gratitude when it is least expected and it will be remembered for a long time.
2. It can be done immediately after an event you are most thankful for. That is when it will encourage others the most.
3. Your notes and thoughtful comments won't get diluted by those from others trying to catch up for the past year on their thanks.
4. You can give more time and personalized attention when showing your gratitude. You will not have to do something for a large list of people in a short period of time. You should have no problem thinking of ones to thank on a daily or weekly basis. If you need some ideas, here are some to get you thinking:
  1. Family and friends that have done something for you (including being your friend)
  2. The person that delivers your mail and newspaper
  3. Teachers, teacher aides, and school staff
  4. Church staff, teachers, and helpers
  5. Business co-workers and clients
  6. Community workers (including police, fire fighters, and government workers)
  7. Medical professionals looking after your family's health

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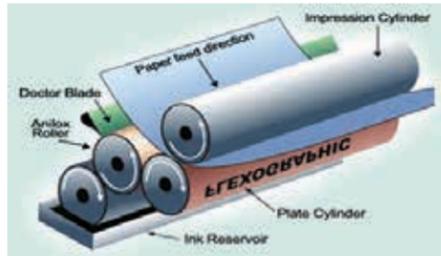


This Quarters Issue Contains:



PRRST STD  
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# Packaging Industry News



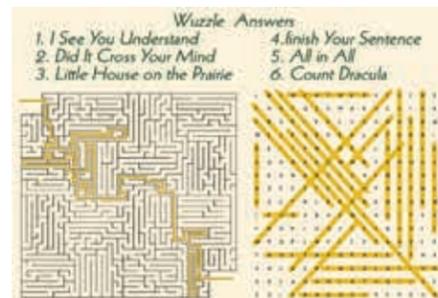
**Flexography**  
Flexography is the method of direct rotary printing using deep relief polymer plates that was developed primarily for use on packaging substrates and is the most efficient way to print on cartons when large quantities are required. Using advanced press, plate and ink technologies, converters are now producing packages and displays with the stunning high-end graphics that CPG customers prefer.



**Litho Lamination**  
High-impact graphics, including photos, are printed on glossy stock and glued to the corrugated board before converting into boxes. This technique offers the excellent quality of offset printing with the capability of reproducing soft tonal values of printed images with 300 count line screens and very tight registration.



**Digital Printing**  
Digital printing is the newest innovation for applying graphics to corrugated board. Digital graphics files are transmitted to large format inkjet printers that apply water-based or UV inks to full size corrugated sheets as they travel through the press. This method offers litho-like high-resolution graphics offering unlimited colors utilizing 6-color (CMYK, Light Cyan, Light Magenta) plus white process printing. Some large-format digital press models are now offering a 8-color ink set option. The addition of Orange and Violet increases the attainable color gamut and helps printers comply with corporate and brand color standards. Since there are no costs for printing plates or cutting dies and no minimum purchase requirements, digital printing is widely used for the short run production of POP displays and in-store packaging. Customized graphics with variable data can be included in the same production run to offer customers efficient volume pricing. As manufacturers look to customize package graphics by region or meet the retail ready packaging requirements of the large big box stores, the demand for short runs will increase. Digital is the fastest growing segment of the packaging industry and perfect for short runs of packaging. The technology of large format digital printing is advancing rapidly and as throughput speeds increase and print heads are refined, this method of applying high-end graphics is sure to grow in popularity and market reach.



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# Packaging Industry Trends

## Retail Ready Packaging An In-Store Value Added Branding Tool

Retail Ready Packaging, initially introduced in Europe, has established itself as the preferred form of packaging for the retail industry across that continent and is beginning to influence packaging decisions across the globe. Retail Ready Packaging is a packaging system that provides for products to arrive at the retailer ready for merchandising and can be moved to shelves for displaying in their secondary package with minimal set up and handling. To better understand Retail Ready Packaging (RRP), it's best to define what constitutes a primary package and a secondary package for a product. The primary package is the first layer of packaging that comes in direct contact with and houses the product. Secondary packaging is normally used to transport multiple primary packaging units safely through the distribution system, protecting the product and the primary package from damage. In the past, manufacturers have designed secondary packaging to function efficiently with their packing and distribution processes. RRP redirects the emphasis of package design from the manufacturers to the retail store shelf and the consumer.

The 5 basic guidelines to follow for designing Retail Ready Packaging are identified as follows:

- **Easy to Identify**
- **Easy to Open**
- **Easy to Shelve**
- **Easy to Shop**
- **Easy to Dispose**

**Easy to Identify** – Package graphics should communicate the brand, product, contents and expiration dates clearly so as to maximize handling efficiency in stores and warehouses. It is important that store staff easily recognize the products to be stocked or replenished on shelves. Easy identification saves time and labor costs at the retail store as well as at transport and distribution centers.

**Easy to Open** - Package should be designed to open easily and quickly without the use of tools such as knives, minimizing handling and leading to quicker replenishment. Integrity and appearance of carton should not be compromised during opening. Graphics may include simple opening instructions.

**Easy to Shelve** – A package holding multiple units facilitates one-move stocking and replenishment. With one movement store staff can stock shelf with predetermined case quantities rather than each individual unit. Package structure must be designed to meet the requirements of the retailer and maintain integrity throughout the sales cycle.

**Easy to Shop** – Packaging graphics should include brand colors and logos on packaging to simplify the identification of specific products and help shoppers locate them quickly. Consumers should have clear access to products and be able to remove and replace them to the RRP with ease.

**Easy to Dispose** - Packaging materials should be recyclable or reusable and easy to remove. Packaging should fold flat with minimum effort and removed from the merchandising area quickly so as not to hinder shoppers.



This approach to packaging offers a number of advantages to shoppers, retailers and manufacturers. The advantages to consumers include convenience, expanded choice and increased availability. Shopping is faster and easier when colorful packaging graphics help consumers navigate aisles to find and identify the products they're searching for. Quick stock rotation ensures the availability of fresh product. Clearer identification standards mean store personnel are spending less time searching for products in storerooms and along with innovations like easier opening packages, one-move stocking and faster replenishing, retailers are experiencing lower labor costs. Package structures can be designed to fit in corners or other previ-

ously unused store spaces. Besides improving in-store efficiency, retailers are benefiting from increased sales. RRP may have the potential to help the manufacturers most of all. There is no doubt that manufacturers may experience a slight increase in packaging costs but the opportunity to influence the buying decisions of buyers at the point-of-purchase is well worth the price. Displaying products in a colorful well-designed RRP that grabs the shoppers' attention is the best way to generate impulse purchases and increase unit sales. The repetition of packages displayed along a store shelf with recognizable colors and logos not only helps the sales process, but also reinforces brand identity and builds brand loyalty. Although driven by the retail industry as a cost cutting approach to packaging, RRP is an in-store value added tool that helps manufacturers generate interest at the point of purchase, while providing a more convenient shopping experience to the consumer.

*Continued from page 1*

What are some ways to thank those that have made a difference in your life? Try one of these ways or be creative with your own heartfelt method:

1. Send a handwritten note or letter that expresses your thankfulness.
2. Tell the person face-to-face how grateful you are for them being in your life.
3. Provide a simple gift to the person. Don't give an extravagant gift or you run the risk of minimizing the actions of the other person.
4. Help the other person in a way that benefits him or her.

Giving thanks doesn't just benefit the other person. You will receive benefits from doing it as well. You will begin to feel happier and more relaxed. In fact, it has been proven in studies that being grateful can have a positive effect on your health. It can reduce your stress and boost your immune system.

Why wouldn't you look for every opportunity to show your thankfulness to others? Don't wait for a holiday before you look for opportunities to show your gratitude. Give thanks on a regular basis throughout the year.

### Congratulations to our 2012 Halloween Costume and Pumpkin Carving Contest Winners!

