

Vertical Market: Food & Beverage

Key Categories for Folding Cartons:

- Cookies & Crackers
- Cereals & Pastas
- Deli Items
- Canned & Bottled Beverages

The Food and Beverage Industry represents the largest consumption group for packaging.

Effective packaging not only protects the product, but makes it easy to carry, communicates important product information and drives the consumer to buy.

High quality full-color printing is essential in making the brand recognizable and the food look appetizing.

A wide variety of coated and uncoated stocks are available for refrigerated and non-refrigerated, no-contact food products.



Package sample available upon request

Vertical Market: *Food & Beverage*

Key Categories for Folding Cartons:

- Candies & Confections
- Packaged Beverage Mixes
- Spices & Seasoning Mixes
- Soup Mixes & Baking Mixes

For specialty food items that are often purchased as gifts, the package can be more important to the buyer than the product inside.

High end papers and print processes increase the perceived value and quality of the product and brand in the eyes of the consumer – positioning it perfectly for gift-giving.

Presentation is everything. A highly embellished package needs no gift wrap – it makes a statement all on its own.



Package sample available upon request



Vertical Market: Food & Beverage

Package Features:

- The premium matte paper communicates richness and warmth.
- Elegant foil stamping transforms any package from ordinary to extraordinary. This time-honored traditional process is seen as a symbol of quality.
- The die-cut window allows the product to be attractively displayed.
- The brushed gold label on the back panel allows for variable content to be added for versioned products – or when printing certain information on the package is not practical or desirable.
- The gable top construction features a tapered top for an eye-catching shelf display.

Candy Box

Gable Top, Auto Bottom
Mocha Cover Stock 100 lb.
Golden Satin Foil Stamped

Label: Z Brushed Gold Polyester Stock
Black Ink with Lamination



Vertical Market: Beer, Wine & Spirits

Key Categories for Folding Cartons:

- Beer, Cider & Malt Beverages
- Wine & Wine Coolers
- Prepared Cocktails

In contrast to the foiled and embossed packages common in the spirits displays, the refrigerated section of liquor stores are awash with bright colors and elaborately illustrated designs.

With the explosion in the number of craft breweries in the marketplace, the pressure is on to stand out and get noticed. No longer is packaging an afterthought; breweries realize that it's worth the time and money to invest in a professional branding and packaging strategy.

Effective packaging is especially critical for small, independent brewers in building a recognizable brand and connecting with consumers who make their purchase decision at the cooler.

The trend to encase bottles and cans in eye-catching carriers has doubled or tripled the amount of printed surface available for communicating a beverage's personality and building brand recognition.



Package sample available upon request

Vertical Market: *Beer, Wine & Spirits*

Package Features:

- Full color printing helps “bring the brand alive” for the consumer with artful storytelling of the product’s profile and personality.
- The sturdy carrier construction offers convenient carrying and storage for bottles or cans.
- Low minimum quantities make this product an ideal option for smaller craft breweries.
- A wide variety of coated and uncoated stocks are available for packaging both refrigerated and non-refrigerated products.
- Cartons are scored and shipped flat for use in either automated or manual packaging lines.

Beer Box

Beverage Carrier - 4 Pack 16 oz. Can

White Semi-Gloss 18 pt. CIS

Full Color, 4/0



Vertical Market: Beer, Wine & Spirits

Key Categories for Folding Cartons:

- Distilled Spirits
- Specialty Liquors
- Gift Sets
- Cocktail Mixes

Nowhere has product packaging played a greater role in the buying decision than on the shelves of the liquor store.

With the influx of craft distilleries and highly specialized varieties, liquor has become less of a commodity item and more of a luxury purchase. Many consumers are willing to pay more for brands that are perceived as being higher quality and a “status symbol”.

Packages adorned with textured papers, foils, embossing, special coatings, unique shapes and other embellishments increase the perceived quality and value of the product inside.

Smaller craft brands need a distinct look and feel to their packaging to compete with the national brands for the consumer’s attention.



Package sample available upon request

Vertical Market: Beer, Wine & Spirits

Package Features:

- The heavy, richly-colored duplex paper is a symbol of luxury.
- Hot stamping with copper and silver foil identifies this as a premium brand - regal and uncompromised.
- Embossing the foil provides an experience that is both visual and tactile, further elevating the brand in the customer's eyes.
- The sturdy box construction with dust flaps and auto bottom ensures the bottle inside is kept safe and secure.



Cognac Box

Friction Tuck Top with Locking Tab and
Bellowed Dust Flaps, Auto Bottom

Patriot Blue Smooth Duplex 130 lb.
Silver Foil Stamped, Copper & Silver Foil Embossed

Vertical Market: *Pharmaceutical & Nutraceutical*

Key Categories for Folding Cartons:

- Cannabis Products
- Vitamins & Herbal Supplements
- Essential Oils

The rapidly expanding Cannabis Industry has opened a wide range of opportunities in packaging for everything from CBD oils and creams to flower, concentrate, and other infused products.

Inconsistent and frequent changes in state packaging regulations drive the need for short packaging runs.

A wide range of recycled, recyclable and compostable paperboard stocks are available for companies that demonstrate a strong commitment to sustainability.

Tamper-evident labeling is available to help meet strict labeling and safety requirements.



Package sample available upon request



Vertical Market: *Pharmaceutical & Nutraceutical*

Package Features:

- Our standard White Semi-Gloss C1S stock is a versatile and cost-effective option for full color packaging – resulting in rich colors and crisp details.
- Spot UV Gloss highlights the black logo and white design elements for a subtle, premium design enhancement.
- The Slit Lock top and 123 bottom provide a sturdy and secure housing for the inner glass bottle.
- Cartons are scored and shipped flat for use in either automated or manual packaging lines.
- High quality print processes, combined with low minimum quantities, make our packaging ideal for smaller start-ups, test marketing and new product launches.

Cannabidiol Oil Box

Slit Lock Top, 123 Bottom Carton

White Semi-Gloss 18 pt. C1S

Full Color, 4/0 with Spot UV Gloss Coating



Vertical Market: *Pharmaceutical & Nutraceutical*

Key Categories for Folding Cartons:

- Over-the-Counter Medicines
- Prescription Drugs
- First Aid Supplies
- Medical Devices

The growing aging population and focus on wellness is driving an increased number of products, and the demand for packaging in the Pharmaceutical and Nutraceutical Industry.

Packaging in this industry is less about grabbing the consumer's attention and more about information and safety.

Quality packaging helps maintain the integrity of pharmaceuticals during storage, shipment, and delivery. Child-safety, anti-counterfeit, and security measures are primary considerations in labeling and packaging choices.

Frequent changes in industry regulations, technology advances, and formulation changes all drive the need for shorter, customized packaging runs.

Custom point-of-purchase displays are a great way to merchandise OTC products on the shelf and at the register, while providing additional surface area for important product information and branding.



Package sample available upon request

Vertical Market: *Pharmaceutical & Nutraceutical*

Package Features:

- Our standard White Semi-Gloss C1S stock is a versatile and cost-effective option for full color packaging – resulting in rich colors and crisp details.
- The UV Gloss coating adds a protective layer to resist scuffs and dirt from excessive handling.
- Display is cut, scored and shipped flat for quick and easy assembly.
- Our packaging consultants and prototyping team work with you to ensure your package meets branding, regulatory and manufacturing specifications.

Hand Sanitizer Display

POP Display

White Semi-Gloss 16 pt. C1S

Full Color, 4/0 with UV Gloss Coating



Vertical Market: *Health & Beauty*

Key Categories for Folding Cartons:

- Soaps & Bath Products
- Fragrances
- Lotions & Oils
- Gift Sets

Artisanal, handcrafted health and beauty products have gained a significant foothold in the market – not only in small boutique and specialty stores – but also within large retail outlets.

The buying decision around health and beauty products is deeply personal and the choice of packaging plays a primary role in reflecting the brand's personality – whether simple and natural, clinical/medicinal, fun and friendly, or high-end and luxurious.

As branding runs the gamut from simple to extravagant, there are printing options to help communicate that brand promise - including foil stamping, embossing, spot gloss, full-color, one-color, UV, and aqueous coatings.

A wide variety of coated and uncoated stocks are available in varying weights and textures, to produce the best results for the product, the brand, and processes desired.



Package sample available upon request

Vertical Market: *Health & Beauty*

Package Features:

- Recycled paper positions the brand and product as natural, healthy and environmentally-conscious.
- Color-coded labels allow the manufacturer to use the same base package for multiple formulations of the same product, simply by changing out the label.
- One-color printing enhances the simple, understated nature of the product.
- The die cut window allows the consumer to see and smell the product without opening the box.
- The low minimum quantities make this package perfect for artisans who produce product in small batches.

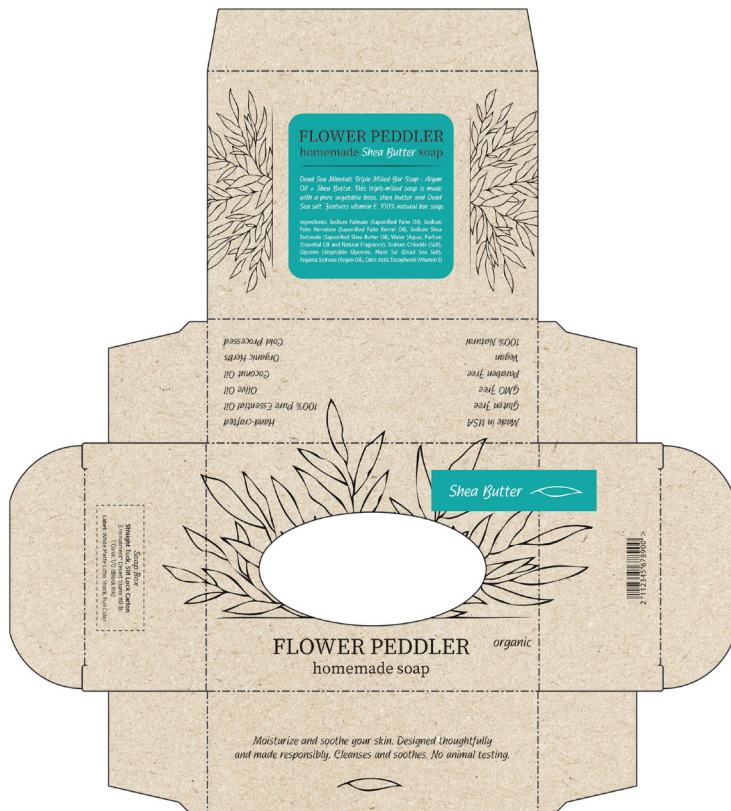
Soap Box

Straight Tuck, Slit Lock Carton

Environment® Desert Storm 80 lb.

1 Color, 1/0 (Black Ink)

Label: White Litho Stock, Full Color



Vertical Market: *Health & Beauty*

Key Categories for Folding Cartons:

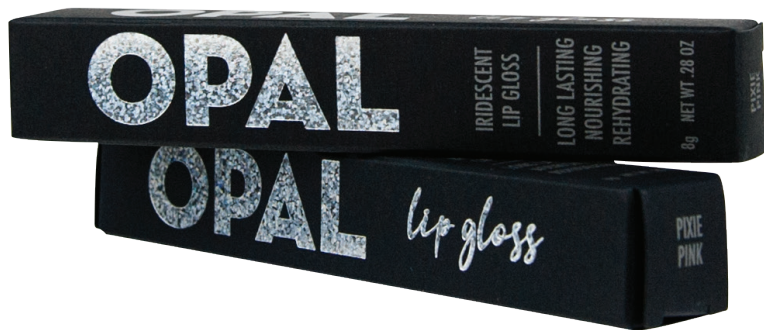
- Cosmetics
- Skin Care Products
- Hair Products
- Personal Care Products

Cosmetics consumers exhibit a strong, almost cult-like following to their favorite brands. The packaging plays a huge part in the overall brand strategy.

For many cosmetic brands, the outer packaging has become an art form itself - a canvas for highly-embellished designs fighting for the attention of “spontaneous” shoppers.

Brightly colored artwork, specialty foil stamping, embossing, spot gloss, textured papers, and soft-touch coatings all contribute to an eye-catching and tactile experience for the consumer.

Packaging also plays an important role in keeping products safe, with tamper-resistant or tamper-evident labeling and locking mechanisms.



Package sample available upon request

Vertical Market: *Health & Beauty*

Package Features:

- Epic Black stock provides a smooth, matte surface that makes the design and specialty print processes “pop”.
- Glitter foil creates an iridescent, holographic look to the logo and product name.
- Metallic ink complements the foil stamp, while providing clean, crisp printing of fine text and UPC details.
- Our packaging consultants and prototyping team work with you to ensure your package meets branding and manufacturing specifications.

Lip Gloss Box

Friction Tuck Top, Slit Lock Bottom Carton

Epic Black Smooth 100 lb.

Glitter Foil Stamped, 1 Color, 1/0 (Pantone® 877 Silver Metallic Ink)



Vertical Market: *Gift & Boutique*

Key Categories for Folding Cartons:

- Pet Toys & Treats
- Gourmet Food Items
- Jewelry & Accessories
- Baby Accessories & Toys

Gift and Boutique items can run the gamut from simple, natural and eco-friendly - to high-end luxury items - with packaging options to reflect those brands and values.

With the growth in pet ownership and the changing culture around what consumers want for their pets, more boutique and specialty shops are dedicating space to organic pet treats, premium wellness products, natural toys, and high-end accessories. Creative packaging is a key differentiator for the growing number of brands in this niche market.

Locally-produced boutique products are often manufactured in small batches, requiring shorter packaging runs.

A wide range of recycled, recyclable and compostable paperboard stocks are available for companies that demonstrate a strong commitment to sustainability.

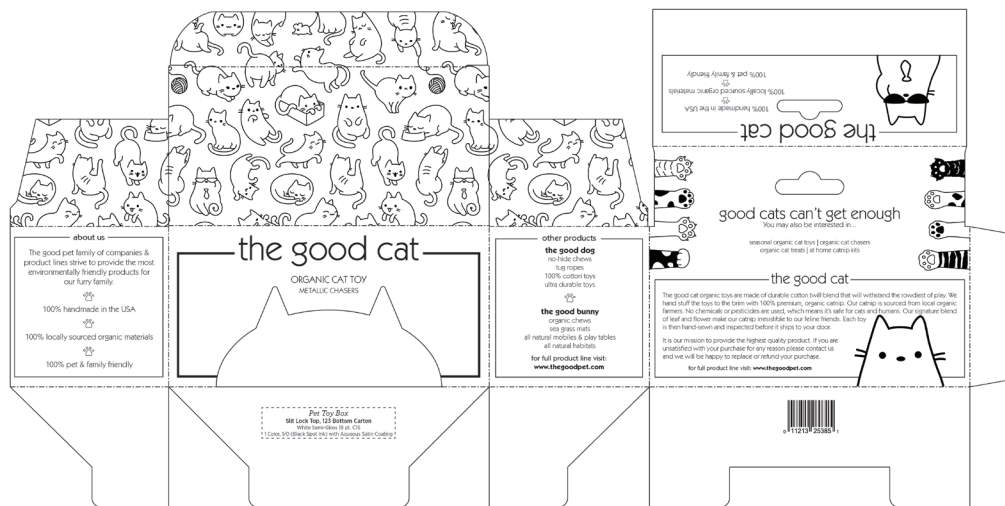


Package sample available upon request

Vertical Market: Gift & Boutique

Package Features:

- The custom die-cut window reinforces the brand, adds interest, and displays the product in a fun and unique way.
- The aqueous satin coating protects the package from scuffs and fingerprints, while providing a subtle sheen.
- The sombrero hole punch allows the product to be hung for display.
- The one-color imprint reflects the simplicity of the brand and puts the focus on the product itself.



Pet Toy Box

Slit Lock Top, 123 Bottom Carton

White Semi-Gloss 18 pt. CIS

1 Color, 1/0 (Black Spot Ink) with Aqueous Satin Coating

Vertical Market: *Gift & Boutique*

Key Categories for Folding Cartons:

- Candles & Diffusers
- Home Decor
- Local & Seasonal Gifts
- Glassware

For luxury and boutique items that are purchased as gifts, the outer package plays a critical role in the buying decision. High-end packaging is part of the brand experience – engaging the senses and making an emotional connection.

Premium papers and elaborate print processes increase the perceived value and quality of the product in the eyes of the consumer – making it ideal for gift-giving.

In the crowded and highly-competitive “giftable” category where most purchase decisions are made in the spirit of the moment, a successful package will quickly draw the buyer’s attention and make them feel confident about the product inside.

Specialty print processes such as foil stamping, die-cutting, embossing, debossing, spot UV, and soft touch lamination are available to complement any brand.

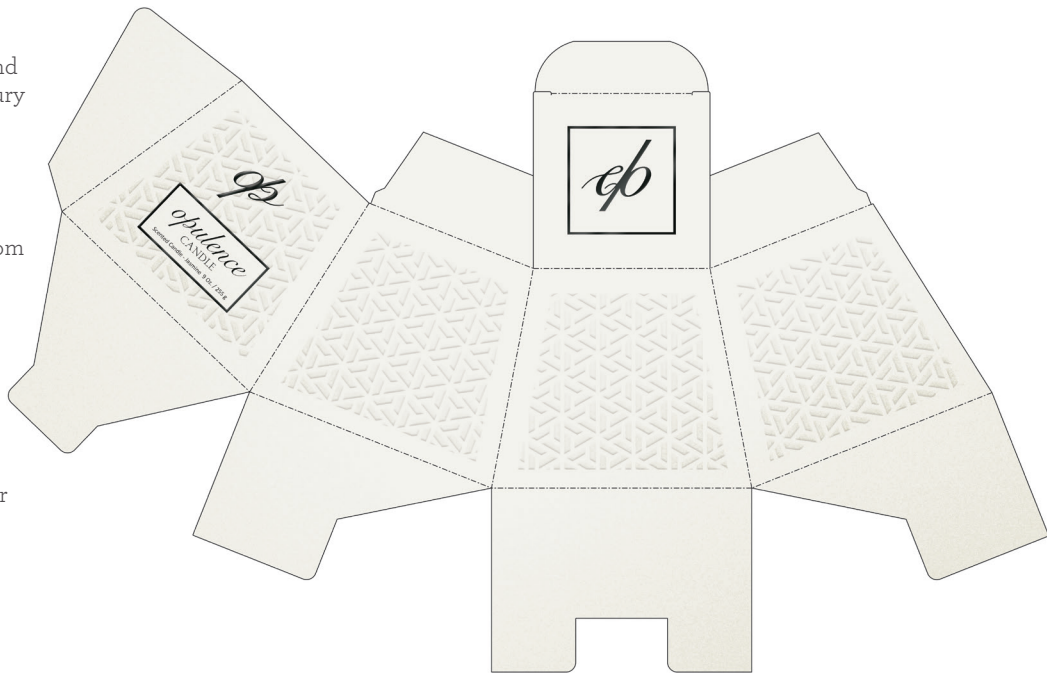


Package sample available upon request

Vertical Market: *Gift & Boutique*

Package Features:

- The shimmery, pearlized stock and blind embossed design identify this as a luxury item; immediately increasing its perceived value.
- The elegant, black foil stamped logo contrasts with the white stock; making the brand easily identifiable from a distance.
- The tapered carton creates an eye-catching contrast to a standard rectangular package, and helps the product stand out on a crowded retail shelf.
- The Friction Tuck top and 123 bottom provide a sturdy and secure housing for the glass candle jar.



Candle Box

Friction Tuck Top, 123 Bottom Tapered Carton

Board Pearl Smooth 16 pt. CIS

Black Foil Stamped with Blind Emboss

Label: Clear Polyester Stock, 1 Color (Black Ink)

Vertical Market: *Stationery & Office Products*

Key Categories for Folding Cartons:

- Business Card Holders
- Greeting Card Displays
- Brochure and Rack Card Holders
- Gift Card Displays and Holders

Customized holders for printed products provide added space for branding and marketing messages in retail and reception areas.

Large organizations can ensure consistency in displaying printed materials across multiple locations – without the expense of purchasing and shipping permanent fixtures.

Branded holders can be sold by printers as a valuable add-on product – or provided as a complimentary item with large repeat orders, to increase customer loyalty.

Specialty papers and print processes such as foil stamping, die-cutting, embossing, debossing, spot UV, and soft touch lamination are also available to complement any brand.



Package sample available upon request

Vertical Market: Stationery & Office Products

Package Features:

- Our standard White Semi-Gloss C1S stock is a versatile and cost-effective option for full color display packaging – resulting in vivid colors and crisp details.
- The unique box and tray design holds cards firmly in place for shipment or storage, and simply tips up to create an instant display.
- The inside of the box is printed in full color; reinforcing the brand and making a more polished presentation.
- Our packaging consultants and prototyping team work with you to ensure your package meets all product and display specifications.

Business Card Display

Custom Box & Tray

White Semi-Gloss 14 pt. C1S

Full Color, 4/4



Vertical Market: *Stationery & Office Products*

Key Categories for Folding Cartons:

- Business Cards
- Note Cards
- Stationery Sets
- Address Labels
- Stamps & Writing Instruments

Branded packaging not only protects, but increases the perceived quality and value of premium stationery products.

Attractive stationery packaging is kept long after the purchase to store the product and is a constant reminder of where it was purchased – ensuring brand recognition, referrals, and reorders.

A wide range of paperboard stocks are available to complement any stationery brand style – from rustic recycled to sleek and elegant.



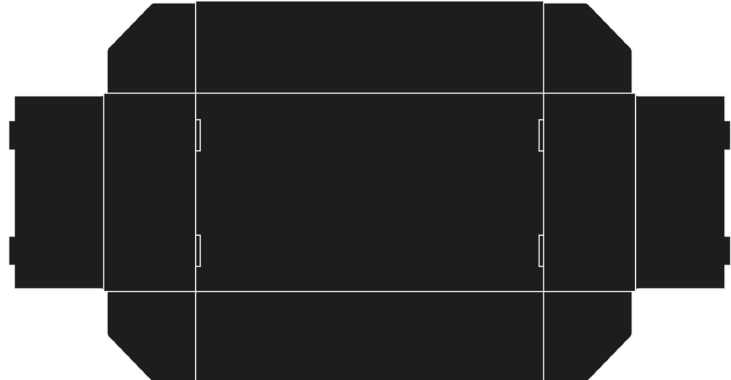
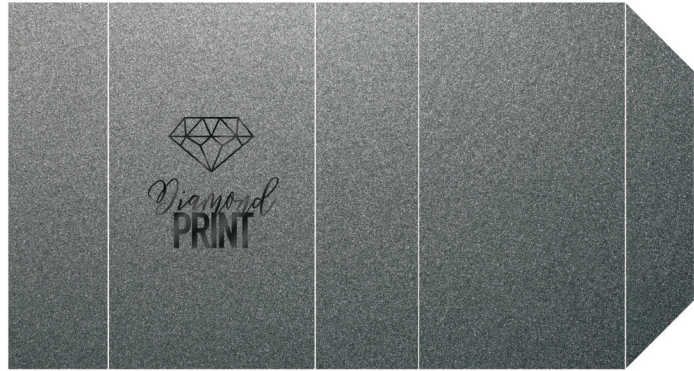
Package sample available upon request



Vertical Market: *Stationery & Office Products*

Package Features:

- The sleeve and tray format provides a sturdy and easy-to-access packaging option for a wide range of stationery products.
- The Anthracite Smooth stock creates a rich and eye-catching presentation for the outer sleeve. When opened, the contrasting Epic Black Smooth tray draws the focus to the product inside.
- The black foil stamped imprint reflects the simple elegance of the brand.
- Boxes are cut, scored and shipped flat for quick and easy assembly.



Business Card Holder

Box Sleeve & Tray

Sleeve: Anthracite Smooth 105 lb.,
Black Foil Stamped

Tray: Epic Black Smooth 100 lb.

More than Packaging!

Labels:

- Prime Labels
- Secondary Labels
- UPC Labels
- Tamper-Evident Labels
- Coupons & Clean Release Labels
- Shrink Sleeves
- Double-Sided Labels
- Weather-Resistant Labels
- Variable Data & Consecutive Numbering

Labels are the perfect complement to our paperboard packaging. The wide array of stocks, shapes, sizes, coatings, adhesives and print processes means we can meet most any label requirement.

Specialty print processes such as foil stamping, die-cutting, embossing, and Color-Logic® are guaranteed to get labels noticed.

A variety of core sizes, draw/repeat options, unwind directions and high-capacity spoolers make our labels ideal for machine application.

Our low minimum label quantities are perfect for smaller producers, seasonal varieties, prototypes or regional testing.



More than Packaging!

Paperboard Tags & Accessories:

- Bottle Neckers (Die Cut and Collar)
- Hang Tags
- Keg Collars
- Case Cards
- Shelf Talkers
- Lids/Dust Covers
- Bag Tags

When a full folded carton isn't necessary or practical, our paperboard tags go a long way in communicating with the customer. A wide range of tag formats provide solutions for bottled foods and beverages, clothing & accessories, gift bags, shelf displays, and more.

Tags can promote brand and product information, carry rebates & coupons, showcase awards, provide recipes, and cross-sell related products.

Like their related folded cartons, tags are available in paperboard stocks that range from recycled and natural tones to elegant shimmers and textures.

Specialty print processes such as foil stamping, die-cutting, embossing, debossing, spot UV, and soft touch lamination can take a tag from simple to extravagant.

