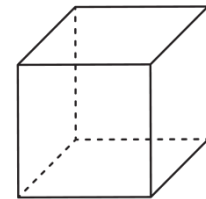


MEET
THE
EXPERTS

PACKAGING 101

PRESENTED BY:
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Independent Folders, De Pere, WI



Carrie Gorges

BUSINESS DEVELOPMENT



Q1

Why packaging? Why bother?

- Increase your Sales by offering a high margin, creative option
- Value added opportunity to upsell:
 - Warehousing
 - Kitting
 - fulfillment
- Brings the sale full circle.
- Customer retention
- Opportunity to repeat



Q3

What types of packaging does Independent Folders offer?

- Folding carton – retail packaging
- E-Flute – Mail/subscription boxes



Q4

What is the manufacturing process?

- Folding Cartons
- Digital Direct (E-Flute)
- Lithowrap (E-Flute)



Q5

What services CAN Independent Folders offer?

- Design and prototyping
- Paperboard and e-flute options
- Foil effects
- Embossing
- UV
- Windowing
- Die cutting
- Lamination – gloss & soft touch
- Variable printing
- Litho-wrapped e-flute
- Several bottoms styles/ Auto-bottom
- Color consistency
- Kitting
- Fulfillment
- Mailing



Q6

What CAN'T Independent offer?

- Turned Edge
- Primary Food Packaging



Q7

Some distributors just aren't comfortable selling packaging? Why & how can Independent help?

- Time & planning investment – Independent will take a lot of this on for you
- Not typically a commodity product – Independent is a trusted, knowledgeable partner



Q8

What does the ordering process for packaging look like at Independent?

1. We start with a phone consultation
 - Overall Scope
 - Size
 - Printing one side or two
 - What's going inside
 - Budget
 - Look/Feel
 - Timing
2. Samples of projects we have done for others
3. Quote
4. Dieline/Prototype
5. Email PDF Proof
6. Production



Q9

What does Independent do to *help* you sell more packaging?

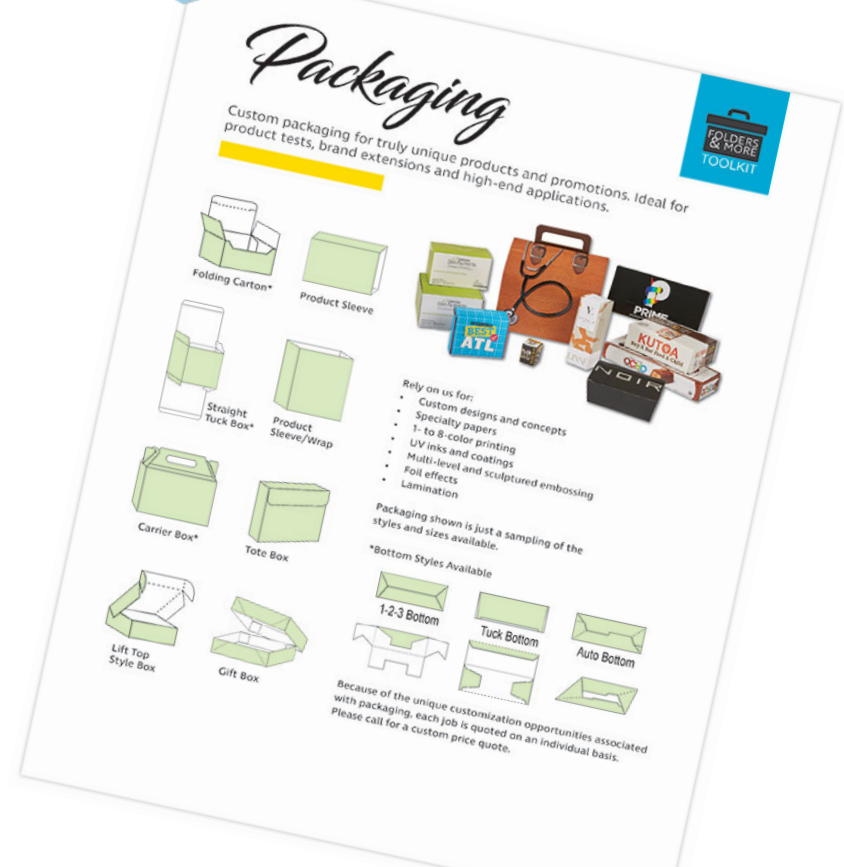
- Tenured Staff
- Service
- Work Flow
- Samples & Prototypes
- In House Embellishment & Finishing Options
- Free Sales & Marketing Tools



Q10

Tell me more about those
Free sales & marketing
tools!

- Passport Catalog
- Website
- Non-branded sell sheets



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