

# PACKAGING SOLUTIONS

## Clysar® ShrinkBox™ Ladder Application



### Maximum customer appeal with premium product protection.

With a shrink poly package in place that was inexpensive and familiar to its users, Bemis Clysar, Inc. had its work cut out when introducing the new and greatly improved ShrinkBox ladder packaging.



#### Challenges

- Alternative packaging solutions were less expensive
- New machinery was required in order to benefit from ShrinkBox
- Customers were familiar with shrink poly and were wary about switching to the new unfamiliar ShrinkBox

#### Benefits

- ShrinkBox provided product showcasing that is far superior to older packaging
- Improved shelf-appeal created an increase in consumer demand which:
  - a. resulted in increased production
  - b. Resulted in increased revenue
  - c. Required new, higher-yield equipment and manufacturing processes
- Manufactures' higher profits greatly exceeded the higher packaging costs

Clysar's solid support team, led by a distributor/sales person who specializes in shrink packaging, demonstrated the astonishing benefits of using ShrinkBox to showcase products. Manufacturers began to try this new packaging concept. The result? Customer demand skyrocketed. The increased revenue, due primarily to ShrinkBox packaging outweighs the added cost.



Expect the Best... Call a Shrinkaholic™

Clysar