



**Wisconsin Packaging Corp.**

*Display & Custom Design*

**Nick Ewald**

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# Today's Agenda

- About WPC
- Capabilities
- Color, Design, and Shelf Location
- Retail Ready Packaging
- Point of Purchase
  
- Q&A

# Wisconsin Packaging Corp.

## About

- Corrugated sheet plant
- State-of-the-art building that offers the capacity and expertise to create corrugated packaging and displays that are a perfect fit for your product needs
- WPC has the ability to help launch your product's brand into the retail space by providing boxes for transporting, storage, custom packaging, retail ready packaging, or point of purchase displays (POPs).



# Location

Midway between Madison and Milwaukee

104 E. Blackhawk Drive  
Fort Atkinson, WI 53538



# What does WPC Provide?

- Industrial shipping containers
- Product and retail packaging
- Reusable packaging
- Storage containers
- Point-of-Purchase displays
- Lithographic labeling
- Flexographic labeling
- Any custom design you need



# Color, Design, and Shelf Location

## Direct Print, Litho Label, and Digital

### Direct Flexographic Print

- Uses plates, in-house, high quality, best for high quantities

### Lithographic Label

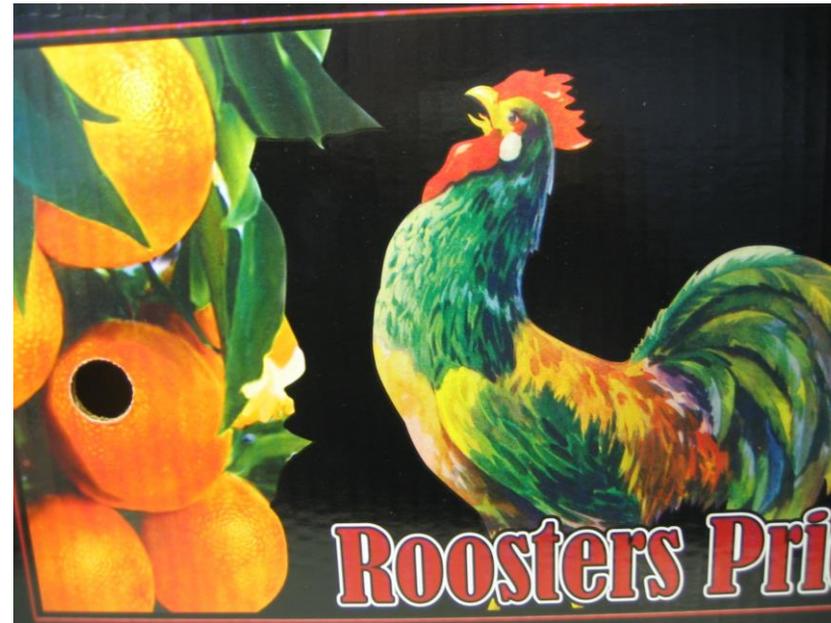
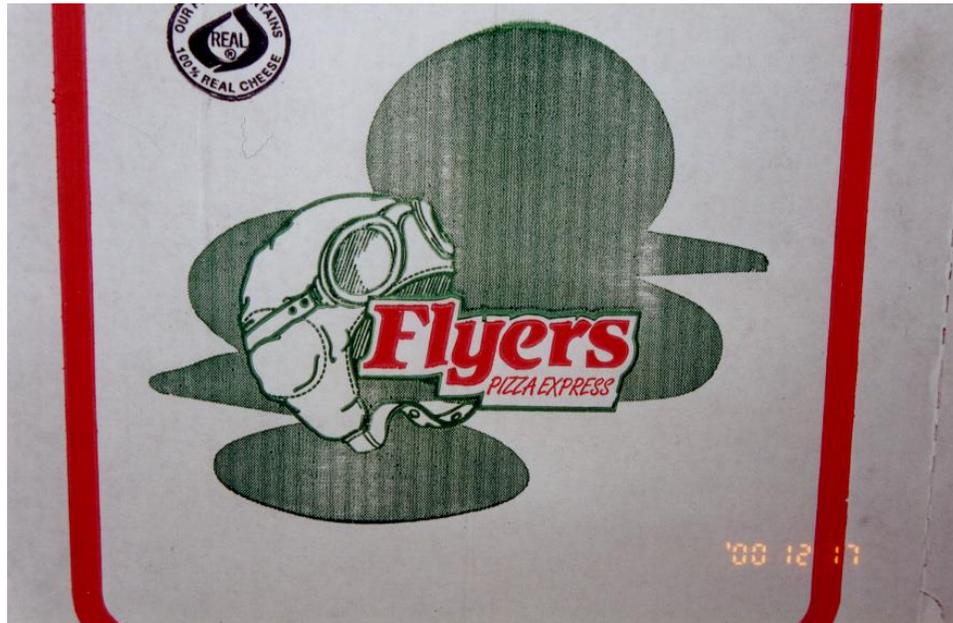
- Uses plates, high quality, variety of varnishes, best for mid size quantities

### Digital Print

- Does not use plates, great for displays, retail market test runs, best for small quantities

# Color, Design, and Shelf Location

Think about design, target market, and the message it conveys



# Color, Design, and Shelf Location

What is in this box?? Why spend the money to print if there is no branding involved?



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# Color, Design, and Shelf Location



One the left is the new packaging, the right is the old.

Saint Arnold sales for Amber Ale increased by 200% the first 3 months, they were also placed at a premium location on the shelf.

# Color, Design, and Shelf Location

What is going to sell more? Consumers will spend more if the experience with the packaging is positive and appealing.



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# Retail Ready Packaging (RRP)

RRP refers to the packaging design approach that allows the product to be shipped in the same container that it will be displayed in.

- Minimal set up at retail end
- Branding!
- Easy to identify product
- Easy to open
- Billboarding Design



# Point of Purchase Display (POP)

Point of Purchase (POP) displays are a great way to increase sales and enhance the shopping experience for the customers.

- Stand Out
- Builds Brand awareness
- Influences Supply Chain Efficiencies



# Questions?

# Thank you

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