

Custom Packaging

- To provide unique branded opportunities and add exclusivity to a product
- Full service custom packaging including: package design, product placement, warehousing and delivery
- Give customers the ability to customize difficult to brand products with specialty packaging
- Leverage local area packaging capabilities for competitive pricing and increased speed to market



Custom Packaging Case Study

Challenge: ESPN

Develop a high end gift box for multiple events, and also satisfy multiple advertisers at the same event

Solution:

- Created a custom high end gift box
- Offered multiple branding opportunities including debossing and custom tissue paper with ESPN logos
- Offered branding opportunities for individual events utilizing the existing packaging with stickers and/or sleeve
- Developed a gift box that can be used for a variety of product at various price points dictated by the individual event
- Warehouse a minimum of 500 boxes at parsonsKellogg - for individual event fulfillment as needed



Custom Packaging Programs

Delta Air Lines
NBC
Accenture
Buick
Nike

