



**unisource**<sup>®</sup>  
design center

**Package and Display Design**

**SCIENCE+ART**

***Your Material Neutral  
Source for Structural  
and Graphic Design  
Packaging Expertise***

**To achieve the best package solution**

# Begin at the Beginning

***Packaging Design and Engineering***

***Management of Global Supply Chain, Sourcing and Quality***

***Unisource Design Centers create packaging and merchandising display designs that enhance profitability and productivity.***

***We improve profitability, grow market share***

***Reduce packaging costs***

***Meet sustainability objectives***

***Streamline transportation and logistics costs***

***Enhance shelf appeal***

***Ensure package and product integrity***

***Engage consumer at POS displays***

**With a Unisource Design Center as your partner, you gain a single point of control: design, sourcing, quality assurance and fulfillment.**

Start solving problems with a new package design. When you're ready to make your packaging and supply chain more profitable, begin at the beginning.

Our packaging design professionals can see the entire playing field. They study the challenges and opportunities your packaging encounters. They can take full advantage of materials, advanced engineering, and latest graphics and printing technology.

***What's on your plate this year?***

***Sustainability goals and compliance with green standards***

***Changes in the supply chain***

***Meeting rising customer expectations***

***New products and brand makeovers***

***Cost elimination***

***Damage reduction***



# Sit down with our resources and expertise



Unisource operates three Design Centers in the United States: Los Angeles, Phoenix and Milwaukee. This is where our experts in packaging design and graphics serve leading manufacturers and shippers in the world. Our investment in technology and systems ensure speed-to-market that simply can't be matched.



In Phoenix, we operate our own testing lab certified by ISTA. Our technicians simulate the range of stresses packaging must withstand. We test to diagnose current problems and validate our proposed solutions.

The Design Centers have landed resources in Asia to provide sourcing and supply chain counsel and solutions. We have staff in Shanghai, Shenzhen, Singapore and Malaysia.



## Accomplished structural engineers

Develop designs optimizing product integrity and shipping performance

## Creative graphic designers

Create brand-building graphics and expanding market share

## Cost analysts

Project and evaluate costs of different scenarios

## Quick turn prototyping and sampling

Demonstrate and visualize different solutions quickly to clients

## Load Analysis

Minimize transportation cost and calculate compression and stacking strength using TOPS and MAX Load Analysis

Leader in Skin Health Systems  
Marketed in Physician Offices

# Get the product out front!



Client develops prescription-strength skin health systems that fight aging and improve skin conditions. Systems are only available through physicians, the number one brand dispensed by dermatologists, plastic surgeons, medical spas and other skin care specialists.

**CHALLENGE:** their leading product was placed in plain corrugated RSC boxes for transport and storage in backroom of physician offices.

**UNISOURCE DESIGN:** Unisource developed a shipping carton that was also an eye-catching counter display... one that would invite inquiries from patients. The display carton was simple to set up and highly resistant to signs of wear.

# Coffee Sales Percolate with Revved Up Branding

**CHALLENGE:** a large coffee retailer in the US wanted to accelerate the selling cycle on their POS displays.

**UNISOURCE DESIGN:** heighten customer's presence in the hubbub of the typical retail store. We expanded pallet display to 2 colors and doubled facings from 2 to 4. By selecting new material, we were able to use less and achieve greater cost efficiency, while adding structural support.



# Marketing meets engineering to win the consumer

So we create eye-catching product packaging, but also Point of Sale displays that sell with irresistible graphics and designs. We help our customers close the gap in those “final inches” separating the shopping cart and the shelf.

**It takes Science + Art for a package to work in all its dimensions: protective container, transport and handling case, sometimes store display case and often brand advertisement. Sit down with our resources as we draw upon discipline and imagination to come up with the best answer!**

## Here is how we grow market share

**CHALLENGE:** leading computer maker aims to transform its image among fashion-conscious segments. New stunning ultra-thin laptop opens everyone’s eyes.

**UNISOURCE DESIGN:** we designed a reusable clear case that envelopes the laptop. Minimalist case protects without hiding. Cushioned by 100% recycled thermoform endcaps that cut warehousing and shipping costs.

The right packaging graphics communicate the positioning of your products and support your brand. The graphics can be eye-catching, clever, and well-organized. They begin the product experience before you open the package.

### **Boutique vintner uncorks a great vintage**

## **Packaging connects with connoisseurs**

One of the most successful builders of sports franchises, this client and his wife turned their attention to creating a world class Napa vineyard. Their inaugural 2006 vintage has been a touchdown!

**CHALLENGE:** design a wine shipping and presentation package for the inaugural vintage. It would be given to those lucky enough to receive the first allocation.

**UNISOURCE DESIGN:** hard to believe such elegance can be conjured from recyclable corrugated and hardboard! Refined black box suggests privilege and sets the stage for the rich Cabernet inside. “I feel like wearing a tuxedo” the owner declared.



**Our Design Centers have achieved brilliant graphics for some of the most demanding market leaders. Our designs have helped customers gain distribution in retail stores for the first time.**

## **Personal Care Products Leader Gets Complete Packaging Make-Over**

**CHALLENGE:** for household delivery of personal care products, we were charged to maximize product reception, minimize returns... and cut mailing costs!

**UNISOURCE DESIGN:** we created strategy for consolidating shipping multiple SKUs into single carton. New opening mechanism reduces returns. Freight spend cut by over 25%. Replacing thermoform tray with corrugate, environmental footprint reduced by 20%. Increased efficiency of manufacturing assembly. High-quality offset printing made affordable for prime time brand appeal.



# Material Neutral is very Pro-Customer

*Our Design Centers are material neutral. They design in materials that produce the greatest customer benefit. They have no obligation to use a particular material and have the ability to produce in all. We take full advantage of the range of materials that are available today.*

## Green Toys for Toddlers Packaging as green as the product

### 3 BIG ADVANTAGES

**GLOBAL SOURCING:** tap into our strong relationships with world class suppliers.

**MATERIAL NEUTRAL:** No bias toward any particular source or material.

**RESOURCES TO ACCELERATE  
"SPEED TO MARKET"**

**CHALLENGE:** create green packaging for a line of green toys for toddlers. It must be made of 100% recyclable materials. Parent and child must be able to see and touch toys. No cellophane windows! Must be secured against tampering without wires, screws or twist-ties.

**UNISOURCE DESIGN:** our packaging design met all criteria. Packaging made from 100% recyclable corrugated, no plastic or wires. Consumers see and touch toys without compromising product. Unisource managed production process in vicinity of client's plant to minimize shipping costs. Toys now featured at NY Museum of Modern Art, Target and Toys R Us.



# Material Neutral is very Pro-Customer

## The road to Sustainability begins here

**Sustainable packaging is designed into a package. Our Design Centers know the ins and outs of achieving sustainable solutions. We design to the 3 Rs: reduce, recycle and reuse.**

We promote sustainability through our relentless quest for cost efficiency. And that means reduction in materials. Our designs create more protection and support with less packaging material.

Our reductions don't stop at the design of the physical package itself. We also eliminate wasteful process throughout the supply chain. By eliminating steps, we lower the carbon footprint. We reduce steps, distances and manpower.

The packaging industry is propelled by continuous advances. Our customers have confidence we take advantage of this stream of innovation to improve efficiency and performance. First we make sure the cutting edge "cuts it" in the real world.

Our flexibility and range means there is almost nothing we cannot figure out how to package. Or how to package better.



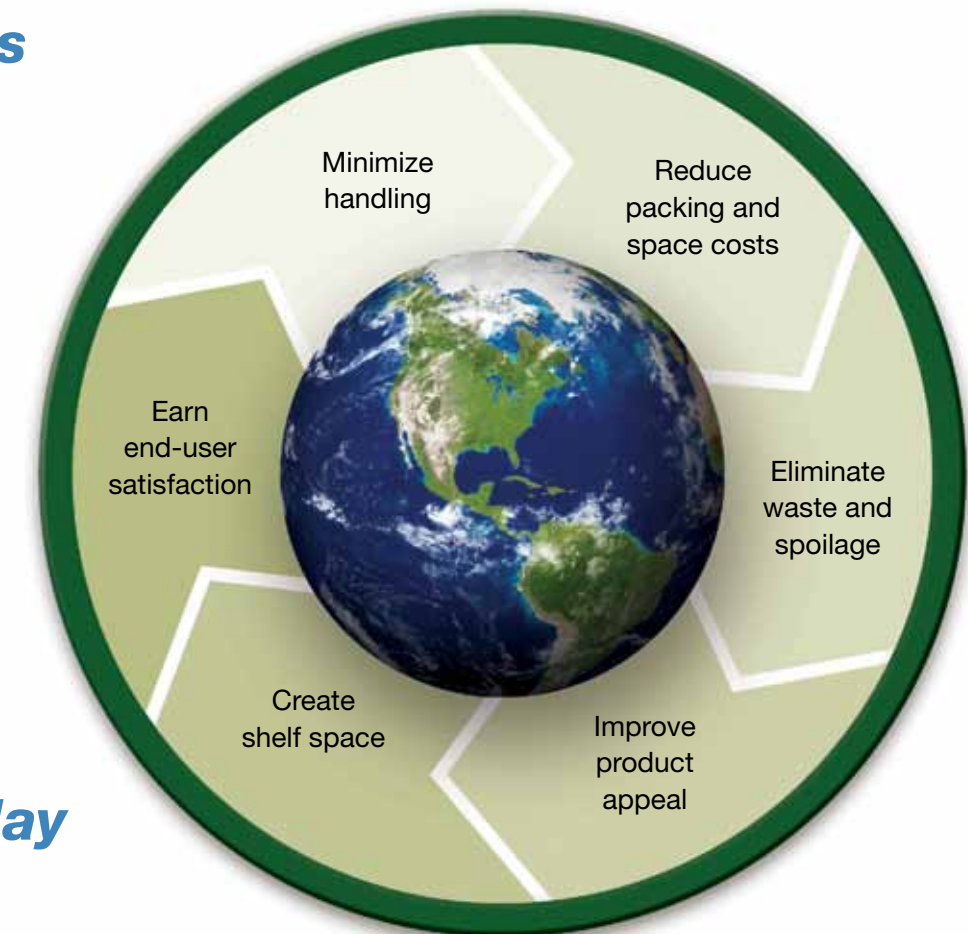
**Eliminate superfluous material by superior engineering**

**Increase cube utilization**

**Engineer in the use of material from sustainable sources**

**Integrate packaging combining transport and shelf-ready display**

**Innovate**



Member of the Sustainable Packaging Coalition

Measurement lights the way to sustainable packaging solutions. That's a key reason we play an active role in the Sustainable Packaging Coalition. Unisource is helping fund the development of a new modeling tool, called Compass. It's expected to evolve into the industry standard in evaluating environmental impacts.

## Automotive Product Powerhouse

# Can engine starters be sold like wiper blades?



Leading global manufacturer of customized powertrain, body and chassis products wants to gain retail presence.

**CHALLENGE:** give line of automotive starters and alternators a retail shelf presence. Out front in the aisles of car part stores. But how to handle these bulky products:

32 lbs for starter, 22 lbs for alternator!

**UNISOURCE DESIGN:** we were able to design packaging that let customers see and interact with the products, without compromising the product's safety by mishandling. Our designers engineered sufficient padding to sail through ISTA drop tests. Colorful, dynamic graphics appeal to target of casual and professional mechanics.



## How to start us up



**It's easy to start with us. Discuss your objectives with one of our Design Directors. We listen and analyze, and frame your project so that both of us are clear about the opportunities and the challenges.**



*At every stage, our team can collaborate with your internal team. Add our competitive advantages to yours!*



# Turn on innovation

*Sustainable packaging begins here*



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