



CARDINAL PACKAGING PRODUCTS, INC. 815.444.6000
Meeting all your packaging needs since 1978

Increase Brand Recognition With POP Displays

Cardinal Packaging Products supplies Kreg Tool with POP displays for the marketplace. The displays will primarily be distributed to specialty woodworking stores, and are both wire rack construction, and corrugated displays. They are mainly being used to launch the latest version of Kreg's flagship product, the K3 Kreg Jig, and related accessories. CPP not only provided the displays, but interior packaging as well.

When asked how retail displays fit into their marketing mix, Brad Lilienthal, Marketing Manager, responded this way. "...We felt that we needed to improve our brand recognition at the point of purchase to leave no doubt in the consumer's mind that the Kreg brand was the correct choice." Brad had high accolades for their CPP salesperson, Bob Colletti. "Bob has always been very professional and conscientious in our relationship. He understands the time demands that we work under, and keeps on top of the projects for me, which greatly reduces the amount of work that I would normally need to do to coordinate a display that includes print, fabrication, packaging, and distribution challenges. To sum it up, Bob has the knowledge, resources, timeliness, and attention to detail that makes it a pleasure to do business with Cardinal for our specialty display and packaging needs."

- Successful: coming about, taking place or turning out as hoped for.
-Webster's
- The secret of success is to do the common things uncommonly well.
-John D. Rockefeller
- "If you can dream it, you can do it."
-Walt Disney

Industry News and Views

Tape and Resins

The tape and resins market continues to be very volatile. Raw Material Shortages due to increased global demand, coupled with the continued rising cost of natural gas and crude oil, have contributed to the recent price increases that have taken place industry wide.

Corrugated

There has been a positive movement toward enhanced graphics on corrugated, which is showing a direct correlation to increased retail sales. CPP is using a new print technology called Single Face Lamination, or SFL, to provide a cost effective yet dynamic print option. With this process, CPP is able to laminate a 4 color process printed sheet directly to the corrugated material as it is being made. This new technology takes two steps out of the manufacturing process, and produces high quality, eye catching graphics.



CPP is an Inventory Management Distribution Specialist

At **Cardinal Packaging Products, Inc.**, we specialize in Inventory Management Distribution Systems for Retail and Industrial Packaging Components; both in stock and custom. By concentrating on what we do best, our clients enjoy the confidence of knowing their packaging materials are available all the time in a Just-In-Time Format. They have in hand not only Inventory Status Reports, but the advice and expertise of the **Cardinal Packaging Products, Inc.** professional staff.

Clients who hire us have experienced one or all of these benefits:

- Saving Money** by reducing overhead expenditures
 - *Lowering Inventory Costs
 - *Increased Floor Space, Maximizing Production Area
 - *Lowering Delivery Costs
- Save Purchasing Agent's time**
 - *One call for release of product
 - *CPP to Monitor and Maintain Inventory levels
 - *CPP to re-order product for you
- Successful negotiation with existing vendors for lower costs
- Successful Packaging Design by our Specialists
- Successful implementation of Customized Inventory Management Plan for **your benefit**

No matter what size your business, competent attention to your Inventory Management Plan and Packaging needs are the keys to success. **Cardinal Packaging Products, Inc.** can help you to achieve success.