



Project: *CONSUMER PRODUCT PACKAGING*

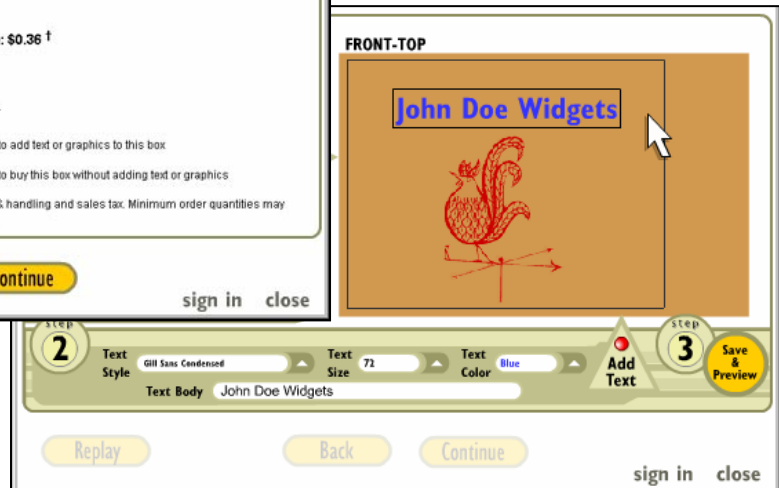
Segment: Packaging

Program objectives

- Quickly and effectively provide packaging for new product launch.
- Develop Web-based service that allows clients to quickly create custom package designs.

Significant results reported by user

- Met customer's initial four-day lead-time requirement.
- Package had "cleaner" image and more consistent quality than client had received in past.
- Flexibility of timing and quantities enabled better JIT scheduling for packing facility.
- New Web-based service increases speed to market-achieve design to shipment cycle time of 48-72 hours for new requirements.



Segment	Packaging
<p>Participants</p> <p>Client</p> <p>Print Provider</p>	<p>A major cosmetics company.</p> <p>Inland Container Corp., www.iccnet.com, an international manufacturer of containerboard and packaging products, prints the containers on a press from United Container Machinery, www.united-container.com, with print heads supplied by Scitex Digital Printing.</p>
<p>Program</p> <p>Target Audience</p> <p>Description</p>	<p>Consumers.</p> <p>A cosmetics company was launching a new product and needed to find a packaging company that could meet its launch date and a four-day delivery schedule to its fulfillment house. Using traditional flexography would normally take two to three weeks for plate and film development alone. The cosmetics company was also concerned with the quality of the images on the packaging. Inland Container was selected to meet these requirements.</p> <p>Inland has developed a new business process targeted for the print segment of the corrugated packaging industry. Its solution is a Web-enabled order entry, design and fulfillment application named Package Genie, www.PackageGenie.com.</p> <p>Using Package Genie custom packaging can be designed quickly and easily including images (either from a clip-art gallery or the customer's files) and text. The user selects the size of the box; inputs text; selects the style, color and size of the typeface; selects artwork; and positions the objects within the printable area of the box.</p> <p>Package Genie's asset management function allows customers the ability to review their designs, track revisions and order history, allow multiple locations the ability to review designs and provide instant feedback, and centralize design control in a secure environment.</p> <p>The client's first order with Inland was for 60,000 pieces, which was split into weekly deliveries. The flexibility of timing and quantities enabled better just-in-time scheduling for the packing facility. In addition digital printing provided a cleaner image and more consistent quality than the client had received in the past.</p>

