

# PACKAGING

## WORLD

### Functional brand packaging

Now available from **Tray-Pak** is Fusion-Pak, a packaging platform that combines the graphic production capabilities of board with the strength and design flexibility of thermoformed plastic. With Fusion-Pak, heavy-gauge paper is conventionally printed on 1 side, using up to 6 colors in high-quality process printing and varnishes or aqueous coatings. The reverse side of the board is specially coated for thermal fusing with molded styrene trays to create a single package uniquely capable of protecting and presenting the brand identity and the product. In addition to its branding versatility, Fusion-Pak eliminates the need for set-up boxes or trays.



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