

## Fusing the package and brand

In an effort to help its customers get more out of their packaging, **Tray-Pak Corp.** ([www.traypak.com](http://www.traypak.com)) earlier this year introduced Fusion-Pak™, which it says has garnered the attention of several major consumer brands.

Fusion-Pak™ combines the graphic reproduction capabilities of board with the strength and design flexibility of thermoformed plastic. Heavy-gauge paper is conventionally printed on one side, in up to six colors, with 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. The package is capable of protecting and presenting the brand identity, as well as the product.

"Besides its versatility for supporting brand image, Fusion-Pak eliminates the need for the setup box," explains Randy Simcox, executive vp of Tray-Pak. "Instead of having to coordinate design and delivery of boxes and trays from different sources, our customers get it all wrapped up in one convenient package."

With its new platform in hand, Tray-Pak sought to get the word out to its customers. While half of its existing customers were Fortune 500 companies, many used the company only for niche portions of their business. Through its affiliate, TPSource, and its marketing team, Tray-Pak designed a direct-mail campaign to

pinpoint interest in the new platform.

A series of seven Fusion-Pak "books" were designed, showcasing the full range of Tray-Pak's capabilities. Each volume focused on a different customer priority and, nestled in a custom-molded cavity, was a product that symbolized the copy point.

"We didn't want the typical pens, coasters and mousepads," says Erika Fry, marketing



manager for Tray-Pak. "We wanted to surprise people when they opened the package."

The "books," which included magic tricks, designer fragrances, gourmet chocolates and a variety of other items, successfully demonstrated the platform's ability to protect and present virtually any product. The first six volumes were each sent one week apart. The seventh mailing contained only a letter, inviting the recipients to specify their own interests and needs concerning the Fusion-Pak. In exchange, they received a final volume tailored to their interests.

The results were eye-opening: 40.9 percent of the recipients followed up with Tray-Pak sales or called on their own to get the final volume. Of these, more than a third expressed a specific interest in the Fusion-Pak. Responses came from a variety of consumer products industries, with a concentration from the food industry.

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[www.traypak.com](http://www.traypak.com)

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