

## Tray-Pak direct mailer garners 21% response, design award

To announce new ISO Class 8 clean room production capabilities, Tray-Pak wanted a unique way to get the message to the medical devices industry. Sourcing pens that looked like hypodermic needles, we used our proprietary Fusion-Pak technology to design and manufacture a package that bonded thermoformed trays with printed board panels. We also added a combination lock dial to the cover of the 7" x 3" x 1.5" hinged box. Our message – “Give Tray-Pak a shot” – was a 3-D invitation to packaging engineers to tour Tray-Pak’s new ISO Class 8 clean room. Within a month of the mailing, over 20% of the recipients had taken or scheduled a tour. The mailer also earned a 2009 American Package Design Award from Graphic Design USA.

