

Central Package and Display

Wins Top Industry Awards at AICC

Minneapolis, MN – November 20, 2013 — Central Package and Display, a leading provider of customized packaging and point-of-purchase display solutions, took home awards for its corrugated and rigid set-up boxes at the Association of Independent Corrugated Converters (AICC) 2013 Independent Packaging Design Competition this fall. The awards demonstrate the breadth of the company’s capabilities.

First Place Winner

Central Package and Display’s big win was in the category for set-up boxes, a style of rigid packaging where the box is often covered with colored paper, foils or finishes and where design and functionality are primary. The company entered a sales kit that Central Package and Display created for Allianz as a training aid for the financial services company’s insurance salespeople.

The client wanted simple organization of its promotional materials. Central Package and Display responded with a clean design that features a flip top and an interior with rigid dividers for the literature. The efficient design also meant ease of manufacturing.

“With the many pieces of the Allianz sales kit, assembly time was an imperative consideration,” says James Haglund, Central Package and Display CEO. “Although

complex in nature, the pack ultimately presents itself as an eloquent and simple solution in terms of assembling the angled slipcase and dividers.”

The sales kit’s container is hand-wrapped .050 Tuffly Board. The company assembled and delivered 5,000 pieces in record time, and then went on to win first place in AICC’s design competition.

Winner in Self-Promotion

To demonstrate its design capabilities in protective packaging, Central Package and Display created a self-promotion piece, “Bright Idea in Sustainable Packaging,” that contains three compact fluorescent (CFL) bulbs. Each of the bulbs is cushioned in a different way, using all recyclable media. The outside of the package is basic kraft paper. Inside the box, simple graphics describe three protective packaging options, all of them green. Implying a constant push for thinking inside and outside the box, the company chose to tap the power of simple corrugated cardboard to convey the message of sustainability.

When the company mailed out the promotion, it produced immediate results, gaining high-level access to a company that had been on the prospect list for two years.

Moreover, the “Bright Idea in Sustainable Packaging” entry in the AICC competition won third place.

Applications Abound

Central Package and Display is an independently owned and operated manufacturer specializing in three areas and serving multiple industries. The first is unique corrugated design. Protective packaging for medical devices, electronics, foods, and other delicate or breakable products emerges from its design studios. Direct printing, label laminating, plastic films, and specialty gluing are all available, as are cushioning made from foam, fluted plastics, and a variety of green substitutes.

The second area, point-of-purchase displays, form a growing part of the company's business, making use of its large-format, multi-color presses. Die cutting is another in-demand capability for these applications.

Folding carton and set-up boxes, such as the sales kit that won an award, are the third of the company's core competencies. The uses are many: gift boxes with sliding covers, jewelry boxes, candy boxes, software packaging, strong and elegant boxes to contain candles or glassware, and more. Produced from solid fiber rather than corrugated materials, these are designed and manufactured by Central Packaging and Display's innovative team to meet customer requirements and to exceed expectations for a creative and attractive design.

In its 50-year history, Central Package and Display has received numerous design challenges. Among those it faces today are to use sustainable materials for packaging and to create protective structural nests that will involve less material, and therefore, less waste.

About Central Package and Display

Experienced packaging specialists and designers of point-of-purchase displays, Central Package and Display's capabilities run from innovative custom concepts to structural prototypes, production through distribution. We are proud to have received numerous quality and service awards, including Medtronic Supplier of the Year, AICC Innovator of the Year Award Lean/Green, Enterprise Minnesota Lean and Green Manufacturer, and ASI Certificate of Excellence in Food Packaging Safety. For more information, please visit www.centralpackage.com. For inquiries, please call 763-425-7444.