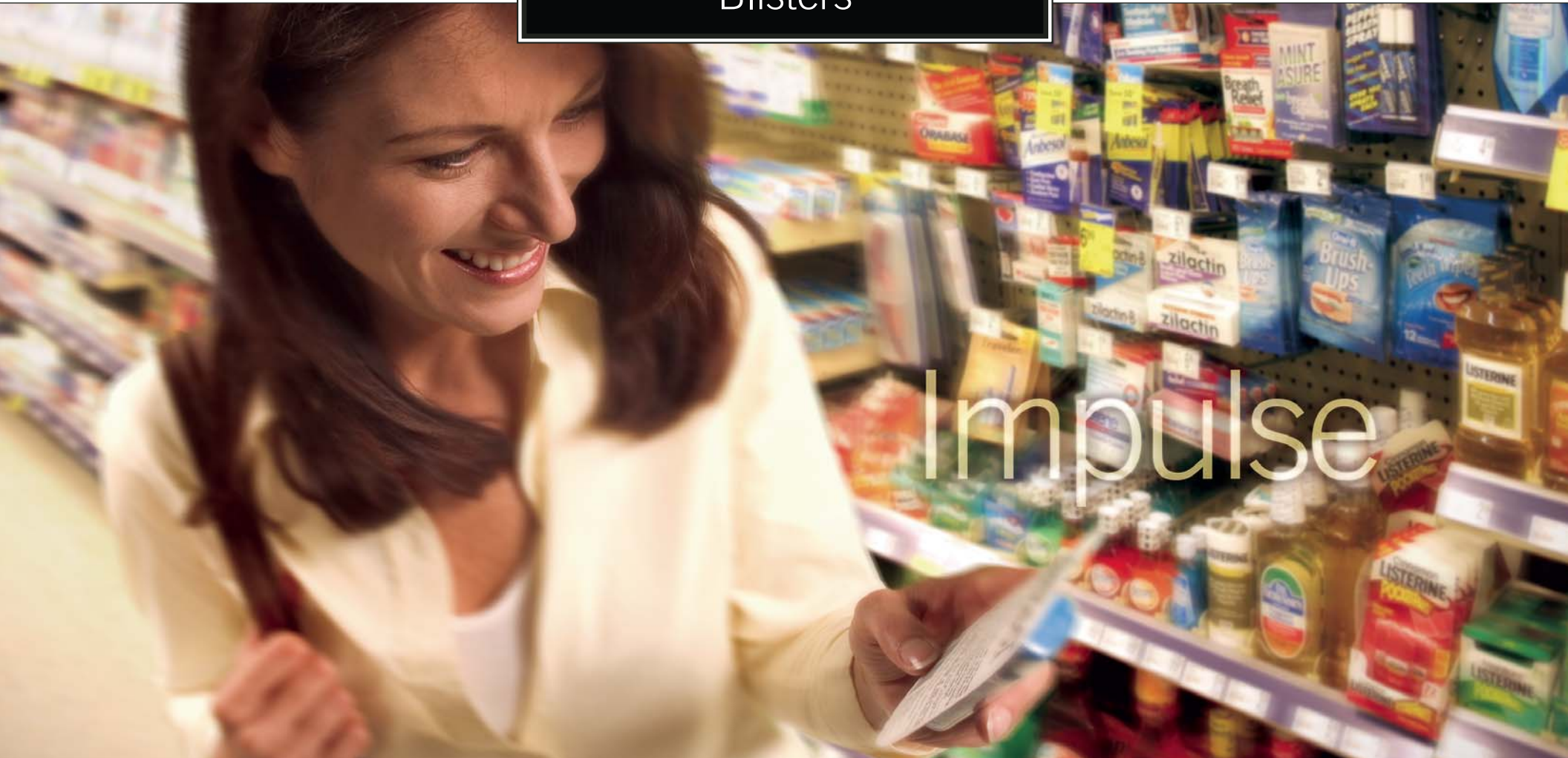




Blisters



Impulse

# Impulse

She came in to pick up a prescription and remembered she needs lip balm. He stops by for a shelf bracket and leaves with a new tape measure. The impulse purchase. It's all about visibility. They see it; they buy it. And "it" had better be your product.



But is visibility just important for impulse buys? Heck no. When consumers see exactly what they're buying, they buy with more confidence. One of the most cost-effective ways to give even low-cost products powerful visibility is the card-mounted blister. And the absolute best place on earth to get a blister packaging solution is Transparent Container. How can we possibly back up such a bold claim? Read on.



## What Does a Blister Cost?

When purchasing a low cost packaging solution like a blister, you might be tempted to choose a supplier based on unit cost. You might be tempted to do a lot of things, but people who know the packaging business know how to make wiser choices. Unit cost is only part of what really matters: total cost of implementation.



*Is saving a fraction of a cent per piece worth it if the blisters keep stopping your auto-feed line?*

Is saving a fraction of a cent per piece worth it if the blisters keep stopping your auto-feed line because they don't de-nest well? Is it still a bargain if waiting for the heat-seal tools puts your launch behind schedule?

What's the cost of making the wrong choice? Buying cheap blisters that make your product look cheap isn't going to win you many friends

on your company's leadership team. Your company invests its valuable talent, ingenuity and resources into making competitive products, and our company invests its talent, ingenuity and resources into giving your products their best opportunity to succeed in the marketplace. Isn't that what you really want from a supplier?

While our pricing is quite competitive, we don't make the cheapest blisters — and we never will. That's fine with us. It's also apparently just fine with our many satisfied and loyal blister customers. Here would be a great place to drop the names of some of the most revered manufacturers in the world...but there's so much more we think you ought to know about us now.



# Size Doesn't Matter

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Really. It doesn't matter how big your order is. Whether it's 12,500 or 30 million, you're going to get high quality blisters at a very reasonable cost.

But wait, don't the set-up costs for short runs make them a prohibitively expensive? Not anymore. We licked that problem with our unique ComboBlister® program. The idea is simple, and ingenious. We group small runs of the same gauge on the same sheet so they all share the tooling costs, resulting in a unit cost similar to much larger runs. We're able to do this on a timely basis because we have such a large, diverse client base — so it's only fitting that those clients enjoy the cost savings of ComboBlister®.

Does the ComboBlister® program make us better suited for small orders rather than large ones? Certainly not. When we get orders that number in the millions, as we often do, we

simply run dedicated lines that pump out those blisters by the truckload. We can adapt our production capability from small runs to humungous orders at the drop of a purchase order.

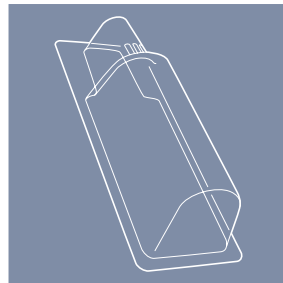
Inventory control is another way we can adapt our process to meet your needs. Say you want to order 36 million blisters. That would be great, by the way. But say you didn't want all 36 million right away. Maybe you want just want three million on the first of each month. Or you just want some portion of that order at various unforeseen times over the next year, as needed to meet fluctuating demand. No problem. We love blanket orders where we make a large quantity of your blisters, store them in our warehouse, and send them to you however you want to receive them. Just let us know how you want it and we'll make it happen.

# There's No Time to Waste, So We Don't

Quality design and engineering take time. Sometimes four whole days...but often less. We lead the industry in lead times to get your product to market fast.

We use a parametric CAD/CAM system that fully integrates the design of the blister and the engineering of all the tooling...for every step of the blister packaging process, from our production line to yours. Within three to four days after receiving your order we will solve your unique packaging problem with a custom design and deliver a sample blister for your approval. Within 13 days of your approval, we will ship your blister order and all the tools you need for your auto-feed and heat sealing equipment. We provide tooling for the auto-feed equipment of every major manufacturer. And if you need a trusted source for blister packaging equipment, we can handle that for you too.

Even though we will ship your blister order in less than two weeks, we won't have to wait for your tools. Because our fully integrated CAD/CAM system is used to engineer both the blisters and the corresponding tools, we can deliver both at once, amazingly quickly, so you can get right to work packaging your product.



# Auto-Feed Guaranteed

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Sounds good, doesn't it? You know that problems at auto-feed and heat sealing can wreak havoc with your productivity. It's there when you're hustling to hit a ship date that your choice of a blister supplier can either be a source of great relief or regret.

There are several reasons we're able to guarantee the performance of our blisters on your line. We use only high quality virgin material. We engineer the blister molds for ideal material flow and superior de-nesting performance. And most importantly, our interest in the performance of our blisters on your line doesn't stop at our loading dock.

We are unique among suppliers of blisters in that we offer a complimentary in-field assessment of your production line. Our experts will come to your facility, document the initial state

of your equipments' dimensional performance and timing, and then provide pointers that can help you get the most out of your machines. We'll get your equipment running like the well-oiled machines they were meant to be and graciously let you take all the credit. You'll never think of buying blisters anywhere else. It's what they call a "win-win."

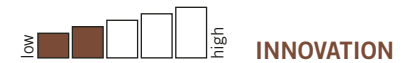
Remember how we said our tooling production is driven by the system that designs the blisters? We don't have people carving out molds or tooling with a hacksaw and file. Here's another reason why that's important. If you ever break one of our tools, all you have to do is send us the part number and we can pull up your file and knock out an exact replacement to get you back up and running ASAP.



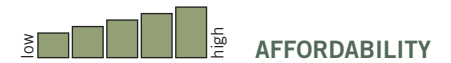
# Blister Comparison

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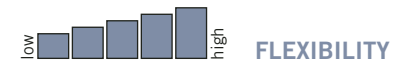
**How do blisters rank against other Transparent Container solutions?** Choosing a packaging solution requires identifying a technology whose strengths match your priorities for that particular challenge. The following is offered to help you decide if blisters are the right solution for your specific packaging need.



Design & production of blisters is a well established process. Most current innovations are in CAD/CAM and the glueing/sealing processes.



Costs for blisters are generally low. In addition, blisters are stackable and can be shipped quite efficiently.



Highly Flexible. Blisters can conform to almost any shape or size up to "\_\_\_\_\_". They offer the option of hanging, or as a self-standing shelf display.



Medium Retail Impact. Makes product visible while leaving adequate room for copy or additional graphic support.

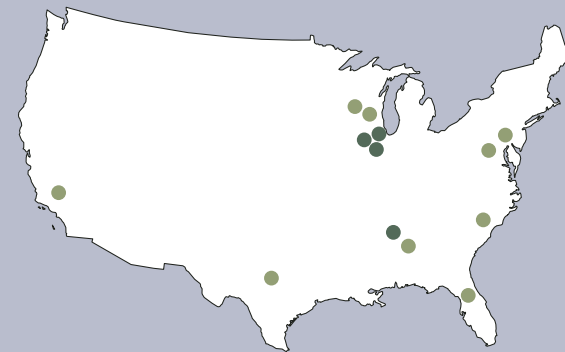
## Why Choose Us?

We understand that a packaging solution has to meet the often divergent needs of your marketing, sales and production organizations. We take all of your company's stakeholders into consideration when we work with you to find the very best solution to everyone's needs. Blisters are just one of several packaging technologies we offer. Each job with us comes with the services of one of our Packaging Consultants, creative and experienced professionals who often suggest powerfully effective ideas that our clients would not have envisioned on their own. We welcome the opportunity to take on your toughest packaging challenges.



Yet another reason to choose us...we're consumers too. As proud as we are of our design and production capabilities, we really swell up when we see superb, industry leading products on display at retail in our packaging. We truly enjoy making our customers look good. That's our undeniable impulse. Let us do that for you.

## Contact Us Today



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