

Packaging Development Process

CASE STUDY

The Challenge

Many entrepreneurs do the hard work of creating and formulating a great product—be it food, pet treats, or a supplement. But when it comes time to create the package that will house their precious product, they step into an industry that is full of wide variability and mysterious terminology. One thing's clear – the packaging can be just as important as the product inside. First impressions count, so packaging that effectively tells your brand's story is essential. Many entrepreneurs and even large corporations come out of this process realizing they need a **partner** they can trust to craft a unique package that meets their products' unique needs—a **partner** who will provide the highest quality in printing, reliability in delivery, and a commitment to exceeding expectations.



The Solution

For 25 years, Excel Packaging has brought products to life with a painstakingly detailed process. This commitment to communication and quality keeps our customers involved across every vertical stage of production. You won't find a team with better attention to detail or customer satisfaction than ours.

Let's say you're a new customer with a new product.

You know first impressions are everything. The world of products is crowded and you need packaging that stands out.

As a new customer to Excel, our first step is to establish the parameters for your custom designed package. We will partner you with a member of our team to build a custom profile which answers the following questions:

What style of bag best fits your product and brand?

Do you prefer roll stock, formed into a pouch by the co-packer and delivered in large rolls of printed film?

Do you want stand-up pouches, delivered in a shelf-ready form?

Do you need a high barrier within your package to protect sensitive food products from spoiling?

Do you want the product within the package to be seen?

Color, texture, design, environmental footprint, how the bag opens, seals, and sit on a shelf—all of these considerations and more are addressed up front. We cover details

that may have never occurred to you: metallic graphics, re-closable options, handles, tear notches, or custom-shape pouches. We do it all. We are so detail- and product-focused, in fact, that Excel specializes in ensuring the window which reveals a glimpse of your product is low enough to make the package appear as full as possible!

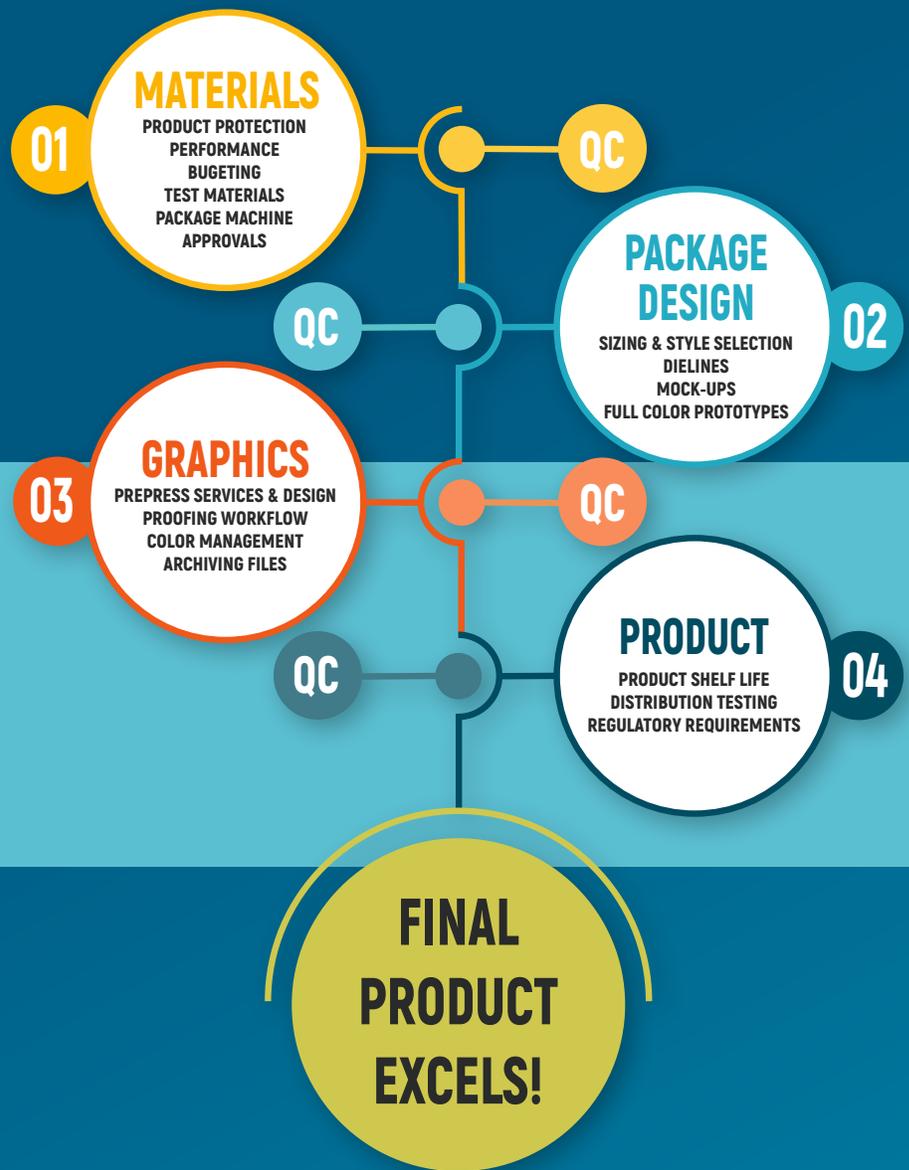
"Most packaging manufacturers don't provide this level of service and dedication to take the time to get everything right from the beginning."

– Senior Brand Manager,
Fortune 500 Company

Project Review Process

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The Indispensable Prototype

If attention to detail is crucial to avoiding errors and providing top notch customer service—then nothing surpasses the accuracy and satisfaction of a handmade sample.

Once you've established your desired specifications, our Packaging Tech Specialists will size your products with custom-made samples and mock-ups before any sale is finalized. Our Packaging techs will provide guidance on product weight, density, and sizing to be tested by you or your co-packer. Then, our team coordinates with your co-packer to assure the packages run smoothly through their machines and can be packed efficiently with enough space for sealing on top of the pouch.

"Most packaging manufacturers can't provide this level of service and dedication to take the time to get

everything right from the beginning," says Marketing and Design Coordinator Nicole Merritt. "They may even blame customers when the package comes out wrong!"

Most competitors will charge for the mock-up phase, if they provide one at all, and even worse: they'll expect you to know exactly what you want instead of working with you on the details.

Thinking Like a Partner

Once you've worked with our in-house Tech Specialists, the next step is to perfect your artwork with the help of our Creative Services Manager who works with the design team to fully understand your vision. Our experts make suggestions to optimize your vision for print, and communicate your goals to all Excel team members involved.

Other printers will leave the review process to you, but our dedicated proofreader reviews each design

Quality Built into Our Processes

CASE STUDY

“Upon request, our factory can provide drawdowns or examples of the exact colors you want to use, showing how it will look on film, whether back by white or metal, or even with matte applied and various screens of the pantone”



during every phase of revision, to ensure you can focus on the important things like logo and art style.

Our Marketing Coordinators keep your project on track and moving along. Every step of the production process is monitored and changes can be made with ease.

“Upon request, our factory can provide drawdowns or examples of the exact colors you want to use, showing how it will look on film, whether backed by white or metal, or even with matte applied and various screens of the pantone,” says Merritt.

Unfortunately, most printers don't have experience working with designers. This lack of experience can lead to unexpected results. But with Excel, your designs undergo several rounds of revisions before all parties sign off—and often include our packaging techs and CEO Mike Sommers.

Finally, as soon as you are satisfied with the look, feel and function of your package, we'll test for regulatory requirements, nutritional quality, certification, and anything else you may need to verify.

Quality Is Built into Our Processes

At every step of the way, our packaging experts are conducting tests per our ISO 90001 certification. This ensures no errors are left unnoticed. At Excel Packaging, our customers and experts are involved from the inside out, starting with the packaging demands of the product and working from there to meet your marketing and production needs.

No other packaging manufacturer will give you access to your product fresh off the press, prior to the fulfillment of the order. Excel is different. We're more than a supplier. We're your partner.

