

From the start,  
**packaging design**  
**has always been part of**  
**our forte.** We know  
exactly what you need  
and how it works.



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BY LEADING A COLLABORATIVE EFFORT TO EXTEND THE LOOK  
AND FEEL OF YOUR PRODUCT THROUGH CREATIVE  
PACKAGING DESIGN, WE ENSURE THAT YOUR BRAND MAKES  
A LASTING IMPRESSION ON YOUR CUSTOMERS.

# WHY WORK WITH US

Packaging and Brand Design has long been one of our specializations. A vital component in marketing, we understand the unique role of packaging in raising awareness of your brand and offer custom solutions accordingly. Our team of creative professionals is packed with extensive experience working closely with clients from a wide range of renowned industries, both locally and internationally.

Through seamless collaboration with clients from start to finish, we are able to come up with intuitive design which delivers delightful aesthetics and practical functionality. The quality and reliability of our end-to-end services means that you are getting the best value for your money for a successful product rollout and more robust marketing campaign, as our high level of customer satisfaction has shown.



## PACKAGING ESSENTIAL USE

### Physical Protection

Protect the content of your product from, among other things, mechanical shock, vibration, friction, electrostatic discharge, compression, temperature, etc.

### Information Transmission

Communicate how to properly use, transport, store, recycle or dispose of the package or product such as pharmaceutical, food, medical and chemical products.

### Marketing

Encourage potential buyers to purchase the product through appealing graphic and physical design to highlight the product uniqueness compare to the competition.

### Convenience

Add convenience and practicality in distribution, handling, stacking, display, sale, opening, re-closing, use, dispensing, reuse, recycling and ease of disposal.

### Containment

Small items can be grouped together in one package for a more efficient handling while bulk items can be divided into suitable size for individual households use.

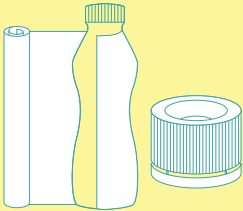
### Security

Reduce the security risks of shipment and retail loss caused by tampering, pilferage and counterfeit through seals, dye packs, RFID tags or other surveillance tags.

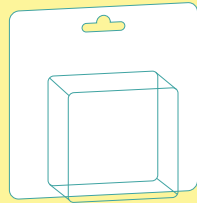
# WHAT WE DO BEST

## WHAT KIND OF PACKAGING DO YOU NEED?

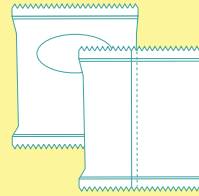
SHRINK SLEEVE & TAMPER BAND



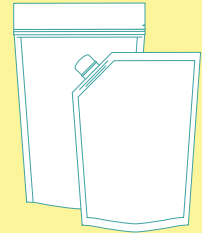
BLISTER & CLAMSHELL PACKAGING



PILLOW BAGS & FIN SEAL



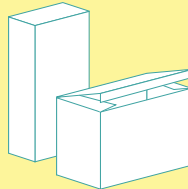
BAGGING & SEALING



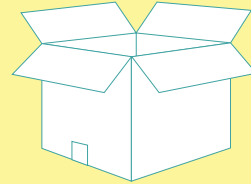
LABELLING



FOLDING CARTON PACKAGING



CORRUGATED CASE



## COMPLEMENTARY YOU NEED

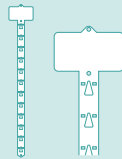
BANNER



WOBBLER



CLIP STRIP



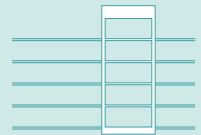
POSTER



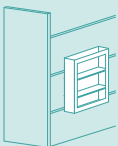
SALES PERSON UNIFORM



SHELF BRANDING



POP-UP SHELF



FLOOR DISPLAY



FLOOR STICKER



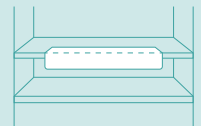
HANGING SIGN



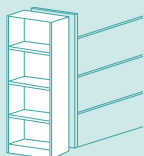
TABLE DISPLAY



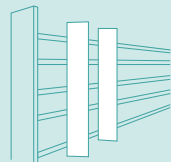
SHELF TALKER



END GONDOLA



SHELF DIVIDER



PACK BUNDLING



FLYER/BROCHURE



MAILER



# HOW PACKAGING SERVES YOUR PURPOSE



## FUNCTION

The packaging should be sturdy and practical enough to be able to protect your product during transit, storage, display and carriage.



## DIFFERENTIATION

For it to have a tremendous effect on your sales, your product packaging should be unique enough to enable customers to easily identify it.



## ATTRACTION

The packaging should be able to entice potential buyers to choose and buy your products from among all the other options on the shelves.



## PROMOTION

The packaging should effectively provide relevant information about your product which may include source, ingredients, directions for use, etc.



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