

Since 1938 we've been
getting jobs out **Right and On Time**

SAMPLE KIT ASSEMBLY PROJECT SAVES CLIENT OVER ONE QUARTER MILLION DOLLARS A YEAR

Here's the situation

The job was to assemble "Free Sample" kits for dentists.

We were asked to

- Insert 20 tubes of dental adhesive into an attractive self-feeder shelf carton

- Insert the carton into an individual shipper with a large flap closure

- Ship in bulk to the distribution facility for forwarding to individual dentists via express ground

At first we just followed the established routine.

But we thought we could do better

Here's how.

Step One

That big flap on the shipper got in the way of easy assembly. And the big flap box was expensive to produce.

So we recommended a simpler, lower-cost shipper that was easier to assemble, looked better and cost less.

It was lighter, too.

Step Two

Then, we said to our client, "Let us fulfill direct to the dentists. We can ship our new lighter box by the U.S. Postal Service for \$1.00 instead of the old way by express ground for over \$3.00.

Step Three

The client said, "We like your ideas.

"Your new shipper is stronger, looks better, assembles faster, and gets the shelf box to the dentists in good shape at less cost.

"And, we like the \$250,000 you save us every year."

Our phone is 1-800-417-2767