

PACKAGING STRATEGIES

SupplierProducts

PRODUCT FOCUS: CORRUGATED PACKAGING

HIGH-IMPACT DIRECT COLOR PRINTING >> FOR CORRUGATED P.O.P. DISPLAYS

Sutherland Packaging (sutherlandpackaging.com) now offers highly precise, high-impact direct print technology for both large and small-scale corrugated units. Direct print technology removes the need for a lithographic label to be applied over corrugated substrates. This advanced 5-color technology saves on both material costs and shipping times. The ability to forgo label printing also allows customers to quickly recoup their initial short-term investment in the direct print process. In addition, direct print with ink on paper is 100% recyclable. Direct print can extend beyond the size limitations of a label, thereby limiting the need for multi-piece snack towers and pallet wraps. By greatly reducing seams, stitching and gluing, the customer achieves lower production costs while eliminating in-store assembly complications. Sutherland's single-piece, full-color towers employ precise folding, locking and quick construction to achieve extreme side and column strength. The towers enhance the structural integrity of displays and improve overall durability, resulting in displays that can withstand damage and deliver brand impact at the point of purchase.

