

# THE REVIEW

A LOOK INTO OUR MOST  
IMPACTFUL PACKAGING CONTENT



PINNACLE

*Reaching Above & Beyond  
Your Expectations.*



## CONTENTS:

---

- ▶ Introduction by Nicole DeJoris
- ▶ Blogs: A collection of our top 24 blog articles containing tips and tricks to having the best packaging
- ▶ About Pinnacle Packaging
- ▶ Recent Awards & Certifications



## INTRO:

---

Hi!

Thanks for taking time out of your day to open this magazine and see what it has to say. As it happens, it says a lot.

I've put together my favorite blog posts from the past two years. They are intended to help you with your packaging needs. You might say, "I didn't know that!" Or maybe you'll laugh. You might even—I hope!—run across a blog or two that helps you and makes your day easier.

I'm glad you're here to join me on this journey. How the journey unfolds is up to you. You might sit down and read it cover to cover—if you do, I'm impressed. You could read one blog per day or week. Or you might use it as a reference tool and search for the issues facing you today.

However you use it, thank you. Thank you for being a part of my world here at Pinnacle Packaging. I look forward to many more blog posts and phone calls together.



Wishing you the best,

**Nicole DeJoris,**  
*President*

# TOP 3 PACKAGING TRENDS FOR 2022: PREDICTIONS FOR THE YEAR AHEAD

Usually, when putting together a trends list for the new year, one expects that at least one will be new. This year, however, Nicole DeJoris, president of Pinnacle Packaging, says, “The trends are not all that different than what we’ve been working with for the past year. The big change was the uptick in eCommerce availability and consumers’ buying habits changing because of COVID. That was a huge thing that’s still driving the supply chain issues that we’re seeing today.”

With that in mind, DeJoris said the top three trends continuing this year are sustainability, the continued need for eCommerce solutions, and flexible packaging.

## Sustainability

The continued drive toward packaging sustainability is due to consumer awareness, particularly Millennials, as seen in the June 2021 Global Consumer Insights Pulse Survey from PwC. There are several considerations when it comes to sustainable packaging—performance, cost, can it be sorted, is it compostable, can it be reused, recyclability, and is there a post-consumer market for it once it has been recycled?

Packaging is a necessity, but consumers are asking how much is necessary, and their voices are getting louder. Especially as they break down more boxes, stuff recycling bins with paper filler, and pop all those plastic air cushions that keep goods from bouncing around inside boxes as they are shipped to homes and offices.

Examples of sustainable packaging include edible packaging, biodegradable plastics, refillable containers, refilling from bulk dispensers, post-consumer recycled plastic resin, reusable packaging, and returnable packaging.



## eCommerce Packaging Solutions

The need for eCommerce packaging solutions continues, DeJoris said, “Because there is no change in our buying habits. People like having things delivered to their homes now, and it’s very easy to return.”

Most people think of online retailers when it comes to eCommerce, such as Amazon or their favorite supplier for beauty products, cleaners, clothes, and much more. What you may not realize is that this extends to the grocery store for many consumers. What began for many due to the pandemic has continued thanks to the time-saving nature and the convenience of delivery, which also requires packaging, whether in bags or boxes.

The trend for eCommerce has been non-branded outer packaging and something personalized, such as a thank you note, included inside the box, often with color-coordinated paper. This is due partially to supply chain challenges as well as fulfilling eco-friendly requirements.

## Flexible Packaging

Flexible packaging replaces cans, bottles, and hard plastics with non-rigid bags and pouches to package and protect products. These take up less space in your cabinets. “One example of an early adopter of this form of packaging is tuna,” DeJoris said. Some advantages to using flexible packing include the wide variety of sizes and shapes that are available, the ability to brand the whole package, the convenience factor for consumers, the extension of the product’s shelf life, and it is eco-friendly.



# WHY PACKAGING IS CALLED A SILENT SALESMAN

It's no secret. Sales drive your bottom line. Your sales team, of course, is focused on that. There is one member of that team, however, that is called the silent salesman. The guy who does the heavy lifting at a reduced rate. Who is he? Your packaging.

Just like your sales team, your packaging sells your products, too. And, while your silent salesman doesn't collect a quarterly commission, it should receive performance reviews and be updated to improve quotas as needed.

Your packaging speaks for your product in the same way your in-person salesman does. It gives prospective customers a way to cut through all the noise in the marketplace, give them a feel for your product, and quickly and easily find out the details they need to make a decision.

## The Evolution of Product Packaging

Consumers haven't always been as savvy, discriminating, and demanding as they are today. Product packaging didn't exist hundreds of years ago, and goods were often shipped, stored, and displayed in wooden barrels or crates. They weren't individually packaged, and there was little or no information on who produced them or what distinguished them.

As more products became available, companies looked for ways to make their product stand out and attract buyers. This continued to evolve and eventually included components to assure consumers of product safety and included plastics for food safety.

Over time, many changes were made to product packaging, including improvements to the durability of packaging, packaging performance, and functionality. Eventually, packaging met marketing, and the silent salesman was born.



## Packaging Today

When in a retail setting, the packaging is often instrumental in giving consumers a favorable first impression, especially if they are unfamiliar with the product. As purchasing trends have shifted due to Covid-19 and the pandemic, marketing and packaging of products have had to change.

This shift includes eCommerce, and some of the necessary changes include updated websites, videos of products with packaging and in use, so a consumer can imagine themselves using it, and packaging for shipping.

Some companies put a personal touch and fancier packaging to use when shipping products to a consumer's home or business. It's not unusual to receive a hand-written thank you note, and colorful tissue to both decorate and create a lasting impression of goodwill.

## Plan Ahead

If you are considering purchasing product packaging or packaging supplies, it's best to plan far in advance. This is mainly due to the disruption in the supply chain, which has resulted in long delays between ordering supplies and delivery.

At Pinnacle Packaging, we are here to help you navigate the often-complex world of packaging and packaging supplies.

# HOW THE PACKAGING INDUSTRY IS COMBATING ENVIRONMENTAL POLLUTION

Every day trucks go through one town after another, delivering goods to homes and businesses. UPS, FedEx, Amazon, USPS, and others, with packages from around the globe and contents that include everything people and businesses could want or need.

According to Pitney Bowes Shipping Index, there were 131 billion packages delivered across 13 major markets worldwide in 2020. That figure tripled over the past six years, grew 27 percent from 2019, and is expected to double by 2026.

The packaging supplies used for each order vary, but most include a protective pouch or box. In addition to the product(s), boxes usually contain something protecting the product inside, something to keep the contents from shifting during shipment, and tape to keep the box closed during shipment.

These different components vary by company and the product being shipped. While there are many different packaging items to choose from, most fall somewhere between the basic brown box, brown paper to fill empty space, and paper tape to close it, and a four-color printed box, with poly bags protecting the items inside, and plastic pillows, Styrofoam peanuts, or solid foam pieces to protect them, and clear packing tape to seal it.

## Why Plastic is the Primary Concern

According to the Supply Chain Solutions Center (SCSC), plastic packaging is a tremendous problem for several reasons. Consumers and businesses alike appreciate the use of plastics in packaging because they are affordable, durable, moldable, lightweight, and decay-resistant. Those traits make it hard to give them up.

The data is hard to ignore, though. Globally, the packaging industry generated 141 million tons of plastic waste in 2015, while the next closest industry was textiles at 42 million tons, according to a graph from the World Economic Forum.



Unfortunately, plastics also leave a significant impact on our landfills and environment, including the oceans, where 8.8 million tons of plastic ended up in 2010 alone. SCSC says, “9.2 billion tons of plastic have been produced, of which only 9 percent has been recycled properly.”

## What Can Be Done?

There are a variety of solutions being used today and more that are being tested or developed. Some of the solutions companies are using include:

- Reduce use of single-use plastic packaging
- Use paper instead
- Design packaging for recycling
- Design return and reuse packaging
- Educate consumers about the value of changing to bioplastics (made of biodegradable materials) despite the additional cost
- Be willing to invest in bioplastic packaging
- Support the effort to make plastic products 100 percent recyclable
- Ensure recycling labels on products are clear to consumers
- Look for ways to reduce the use of all plastic packaging
- Join other companies who are investing in better recycling infrastructure, such as the Closed Loop Fund.
- Support innovative ideas and solutions

## Let's Find a Solution Together

One of the biggest things you can do is talk to us at Pinnacle Packaging. We share your concerns for the environment and are committed to helping you find the best way to achieve your environmental and packaging objectives.

# PACKAGING COSTS: IS EXPENSIVE ALWAYS BETTER?

It's a common misperception that expensive items are always better than their less expensive counterparts. This doesn't mean that they aren't the right choice for you; it means there might be a better choice, and it all depends on what you need them for.

As an example, a Mercedes-Benz S-Class is going to have more luxury components than a Honda Fit and will also cost significantly more, but the question of "Is it better?" is truly in the eyes—and wallet—of the respective owner. It also depends on the needs of the driver—if they garden and are hauling potting soil and plants, the Honda may be the best choice.

When it comes to packaging supplies, the same is true. While price is always important, the packaging supplies you choose should be based on the specific needs you have when shipping your product, such as reducing product returns, breakage, spoilage, and many other factors.

With this in mind, you should be selecting your packaging supplies based on those needs first, pricing second. Because let's face it, it won't matter what you spend on packaging supplies if they don't perform the way you need them to.

Here are several different factors you should consider when choosing which packaging supplies are right for your products. Also, the supplies may differ depending on the product, so you will need to keep that in mind as well.

## Know your budget

It doesn't matter what you need if you can't afford it. And what you choose doesn't need to take up your entire budget. If the different items you select will do the job you need them to in a way that pleases you and your customers and is budget-friendly, then that's the one to pick.



## Shipping

This is where you choose the type of shipping package, which, depending on the type and size of your product and its destination, could range from a padded mailing envelope to a box or even a crate. It's critical that the type of package you choose not only fits into your budget but will protect your product while in transit, so it arrives in good condition.

## Other packing materials

This is the point when you decide on what supplies you will use inside your package, if needed, including things like kraft paper, shredded paper, foam inserts, plastic pillows, and similar items.

## Branding

There are many different options for branding your packages, from using a brown, white, or colored box, with or without branding on it, to paper or plastic tapes, again with or without branding. Branding can also be considered for the packing materials used inside a box, or it could be only a simple thank you card. The options for this are vast, and your budget will play an important role as some options cost more than others.

## Sustainability

There are different options for purchasing sustainable packaging, and what you choose will depend on your budget, your commitment to using sustainable products, and how they function compared to those you may currently be using.

When making decisions on what packaging is right for your products, your business, your customers, and your budget, getting help from a professional makes an enormous difference. At Pinnacle Packaging, we help businesses just like yours to choose what is best for your unique situation. We are very familiar with each option available to you and will happily provide you with our expert recommendations.

# ADHESIVE OR WATER-ACTIVATED TAPE: WHICH IS BETTER?



In 2020, there were 131 billion packages shipped worldwide, according to Pitney Bowes. They expect that to double by 2025. Not only is that a lot of boxes, it's a lot of tape that holds them closed, protecting the products inside until they reach consumers.

Shippers and consumers want packaging tape to have several qualities—tamper-evident, able to withstand the environment and demands of transportation, looks nice, and is easy to use.

Most shippers use one of two different types of tape—plastic, pressure-sensitive adhesive (PST), or water-activated (WAT). If it's only about cost and nothing else, then PST will win out. Those who take a closer look at both types and aren't driven solely by price could end up choosing WAT.

## Basic Qualities for Each Type of Tape

PST can be used to describe both moving and shipping tapes. Shipping tape is used on packages that will be shipped to consumers and is thicker and stickier than moving tape. It also comes in varieties that are used in cold temperatures or ones that are quiet when rolled across a package. They can be clear, colored, and printed with company branding.

To apply PST, a tape gun is used to unroll the tape against the package, followed by pressure from fingers or hands to ensure it sticks to the box.

Water-activated tape is usually made of white or tan Kraft paper but can come in other colors as part of branding, such as Amazon's navy blue. It comes in various widths and thicknesses and utilizes a starch-based adhesive. Some also contain filaments that take the tape from strong to superhero strong.

This type of tape is applied using a dispenser that cuts the tape to a programmed length and applies the perfect amount of water to make sure the adhesive activates and bonds to the surface it's applied to.

## Reasons to Choose Water-Activated Tape

- Can be used for automated sealing
- Increased strength and performance
- Tamper-resistant
- Works better for heavy packages
- Can be custom branded
- Works well in environments with dirt, dust, and oils
- It is recyclable
- It has a long shelf life

## Why Pressure-Sensitive Tape Might be Better for You

- UV Light Resistant
- Can be used on boxes with branding
- Seals fast
- Can be used on different types of surfaces, such as plastic and ceramic, in addition to paper

## Study Results

A recent study by SGS North America studied both tapes, and the highlights of their testing showed that sealing productivity was 21 percent higher with WAT and 8 percent less tape was used with WAT.

Regarding integrity, they said, "In each climate setting, cartons sealed with WAT remained intact and prevented tampering; cartons sealed with PST were not secure and were easily accessed without revealing any signs of tampering."

SGS also found WAT to have greater strength. They noted, "Results demonstrated WAT's noteworthy bonding ability. When the WAT was removed from cartons, it also removed 80% of the carton's fibers. PST bonded poorly and was easily removed from the carton without showing any evidence of the tape's removal.



# YOUR E-COMMERCE GUIDE TO PACKAGING



**Unboxing.** The trending term encapsulates the culmination of every retailer and manufacturer's efforts. It takes the process of design, engineering, manufacturing, storage, packaging, and shipping down to one moment—when your customer opens the box or boxes to reveal the item they ordered.

For many people, even today, when stores have reopened across much of the country, the at-home unboxing experience is the result of their preferred online shopping method.

Retailers are always looking for ways to stand out. In today's environment, that has to begin within the online shopping experience, which is the way businesses choose to “display” their products on their website, how easy they are for consumers to find, search, and sort through to find the style, size, and color they are looking for.

## From Shopping to Shipping

Once a customer has done that and placed an order, packaging takes place, the item is shipped, and the customer receives the package. When the unboxing experience begins, customers will notice how it is packaged, from the outside box to the inside box or packages.

Are they intact? Are they damaged? Is there anything that surprises them? How does it make them feel? As they open each package, are the products undamaged? Do they look, smell, and feel like the customer expected?

They won't be asking these questions out loud, but they will be paying attention to these things, and so should you because this moment makes or breaks customer retention and will either cost or save you money.

If they ordered a dress and it is neatly folded in the package, wrapped in tissue paper, came with a thank you note, slides on easily, and makes them feel good, chances are good that you're winning the market

share game.

If the dress was tossed in a clear sleeve and shipped in another bag that arrived with a tear in it, and then it comes out of the sleeve and sheds glitter all over the customer and the floor, you can probably bet they will stuff it back in the bag with disgust and send it back. Then, you will have to work harder to get their business the next time.

## e-Commerce Packaging and Expectations

The packaging you choose to protect your products and the others you use to ship them to your customers might not be able to change the glitter disaster, but it could save the other items that came in the same box. How? By making it less likely for damage to occur and including items that say to the customer that you take pride in your products, the condition they arrive in, and you care about how it makes your customer feel.

### Here are some things you should consider when choosing your packaging:

- What packaging do you need to protect your products, from the outside box or mailer to the interior box, tissue, foam, air pockets, bubble wrap, or Styrofoam peanuts?
- Presentation matters, which means packing your items with care and showing your commitment to quality and customer service.
- Use this opportunity to advertise your brand, from the water-activated tape with your logo on it, to a clever message printed on top of the inside box or some other place that is appropriate to your business, products, and message.
- Spend wisely, such as choosing packaging that will do a great job and can be branded.



# PAPER PACKAGING SUPPLIES: HOW THEY ARE MADE AND RECYCLED



Paper packaging supplies include various products ranging from cardboard and paperboard to rolls, bags, shredded, and more. Retailers and consumers favor them because they are made from a renewable resource and 70-90 percent of recycled paper. Paper is the most recycled material, by weight, in the U.S.

Have you ever wondered what the process is to make cardboard boxes that protect your goods during shipment? Or what the recycling process is so they can be reused and sent to your house as many as seven times before there is no more of the original paper in them?

## Let's Talk Trees

Every box, paper, or shred has its origin in trees. Boxes are made of two liners with distinct v-shaped fluting between. The outer layer is most often made of Kraft paper, which is smoother, more durable, and more water-resistant than the inner liner, called test paper. Both types of paper can be used for the inner fluting.

Kraft paper is made using trees that are considered softwood, such as pine, spruce, and fir, all of which have long fibers and greater resistance to tears or bursts. Test paper is usually made from recycled paper and hardwood trees and has shortened fibers.

## The Process of Making Paper Packaging

The process of making paper packaging begins at a paper mill with wood pulp, which can be virgin (never used before), recycled paper from industrial and household consumers, or a combination of both.

Recycled paper products are reclaimed from households, industrial plants and factories, office buildings, grocery stores, and drop-off locations. This recovered paper is baled and sent to mills to be reclaimed and turned into pulp.

First, the pulp and/or recycled paper is put into a pulper that looks like a giant washing machine. It is then run through different cycles that clean and

screen the pulp for any plastic, glass, or metal that made its way into the pulper.

The wood chips and recycled materials are either mechanically or chemically pulped, and both processes use water. Mechanical pulping uses a grindstone while the chemical process “cooks” the materials with the addition of chemicals to the watery mix.

From there, the cleaned pulp is pumped onto screens and goes through a process of removing water from the mix. This leaves the mill with paper or boards, depending on the product they are making, that can be rolled up or cut to desired dimensions.

The final steps turn the newly made paper into the desired products.

## The Recycling Process

Most people think that anything made of paper can be recycled, but that isn't true. Items with grease or food residue, such as pizza boxes, cannot be recycled and should be thrown in the garbage. This is because paper mills cannot separate oil from paper during their pulping process.

The paper that can be recycled includes chipboard— a single layer used to package items like cereal, K cups, shoes, and countless other products—and corrugated cardboard used to make boxes for shipping.

## Keeping Costs Down

In an industry that has seen the cost of paper rising sharply over the last couple of years and recently had another increase of 14 percent—the largest seen in a long time—recycling is critical.

Taking the time and effort to recycle so the mills can use that material helps to keep paper prices from rising even higher.

# QR CODES: TAKE YOUR BUYER'S EXPERIENCE TO THE NEXT LEVEL

QR codes are everywhere these days. They've been around for a long time but have never been as easy to use as they are today. Companies everywhere are finding new and innovative ways to use them, including on their packaging.

If you are like most people, you started seeing a lot of QR codes at restaurants during the pandemic. They are often taped to your table or on a card tucked alongside the ketchup bottle in the centerpiece.

Before they became popular, people had to download a QR scanner app and then remember where it was on their phone or search for it if they ran across a code they were interested in. Today, all you have to do is open up your camera, focus it on the QR code, and touch the link that pops up on your screen.

## What Purpose Do They Have?

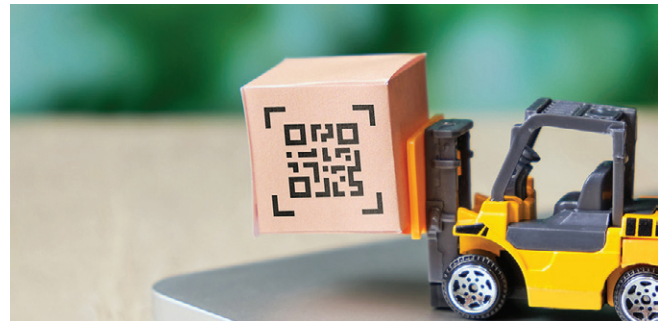
We all know that QR codes are a square filled with pixelated dots in what appears to be a random pattern anchored with a few squares. Some are a bit fancier and might have a company logo on it or even a picture in the middle like the one I recently saw at a funeral.

But what is their purpose? They are a quick, contactless, and ecofriendly way to download everything from a menu to directions, a website, landing pages for products, instructions, or warranty registration materials for a product you purchased. The list of potential applications and what you can digitally provide to your customers is virtually endless.

You could even link a QR code to the social media platform of your choice and include them on your packaging, such as shipping boxes or water-activated tape.

## The Backstory

QR Codes are functionally similar to the barcodes that



make checking out at stores so convenient.

They were first created 25 years ago by Hara Masahiro, an engineer working for Denso Wave, who created them to allow employees to access a lot of information from a single scan to better track car parts.

Masahiro was inspired by strategy games, a favorite pastime of his. One day, when he was arranging black and white pieces on a grid, he had what he called his “eureka moment,” and it wasn’t long before his team worked to develop the idea into what it is today.

Today, there are two types of QR codes—static and dynamic. Static codes direct users to a specific URL or display text, while dynamic codes are editable and give you data on how your customers are using them.

With dynamic QR codes, you can give your customers a vibrant experience with simplicity and ease, something your shipping boxes could never have done in the past.

## Ways to You Can Use QR Codes

QR codes have become an indispensable part of marketing campaigns everywhere. Imagine a pretty card tucked into the box with the products your customer purchased. It has a code on it that, when scanned, takes them to a quick survey they are more likely to fill out than ever before.

Suppose you are redesigning the branding on your corrugated shipping boxes. Why not include a dynamic QR code that you can edit and change at will—allowing you to update it with new information or contests or reward information in a few minutes at your computer.

If you aren’t ready to create new plates for printing on your boxes, which can be costly, you can still take advantage of this by having the codes printed on water-activated tape with a message that might say, “Scan me to enter a contest” or “Scan to activate your free warranty” or simply scan me with an emoji smiley face.

# LET'S GET ORGANIZED!



Ask anyone around you about organizing your home or office, and each person will give you different advice. Some believe that being organized gives you greater control over your life. Others will tell you that it gives you freedom and happiness.

What seems to be a universal truth about organizing is that once you have completed an organizing project, it just feels good. It's fulfilling to see the progress you made, and taking before and after pictures can remind you of this as you move on to other organizing efforts.

Taking on an organizing project in your office or home can seem overwhelming. Instead, think of it as a series of projects or an ongoing one rather than something you will get buried in. Look at the big picture and then divide it down until you get to a size project you can manage. That may be one office, cubicle, room, or closet.

That way, you can plan where to start and once that first project is done, then move to the next. After that, keep the momentum going until you run out of tasks to do. When you reach that point, it will likely be a habit, and you may want to reorganize some of your earlier spaces.

## How to Get Started

Here are some suggestions to help you in your organizational efforts:

- Get rid of anything that you don't need or want. What haven't you used lately? Could you resell it? Donate it? Or should it be thrown away or recycled?
- Make sure your office has work zones such as your main workspace, a filing reference area, and a supply space or closet. This will help you put things in their proper place by category.
- Keep things you use all the time within reach unless you want to get up and go across the room to increase your daily steps.

- If you don't have one, buy a suitable labeler that is easy to use. Labeling shelves, bins, drawers, etc., will help you stay organized, especially if you have others using the same space and items.
- Can you rework your filing system and move much—or all—to digital filing? If so, chances are you can cut back on physical storage space. You will want to back up your computer files regularly, and you might be able to revise what is left of your physical files so that it functions even more smoothly with your current workflow.
- Organize your desktop. Start by clearing it completely and only put back the items you need and use regularly. Clear the accumulated piles by filing each item where it belongs—file, recycle, or shredder.
- Sort mail and get it to the proper place—delegate, deal with it, file it, or discard it.

## Supplies to Help You Reach Your Goals

At Pinnacle Packaging, we have many different items that can help you with your organizational goals. We carry bins, shelving, and storage items such as wire shelving, plastic, and cardboard storage boxes and totes, as well as markers, stencils, and spray stencil inks.

We can also provide you with a wide variety of warehouse supplies. These products, such as knives, staplers, adhesives, rubber bands, carton stands, and white/cork boards, may also come in handy as you reorganize.

If you choose to pursue an organization project, we are excited for you to discover how much of a difference it can make for you and your business. If you have any questions about these or any of our products, contact us here, and we will be happy to help you.

# PINNACLE PACKAGING HAS WHAT?



What can be vinyl or leather, mesh or plastic? What could cover only the wrist, fingers, or the whole hand and not the fingers? The answer is 12 different varieties of gloves we carry at Pinnacle Packaging.

Those gloves, like many other items we carry, don't fall neatly into the category of packaging supplies the way most people think of them. However, over the years, we expanded our product line to include items that help people who perform janitorial services, organize, work in warehouses, or rely on labels to make their workday easier or safer.

This expansion allowed us to become a one-stop shop for many of our customers, streamlining their ordering process. We love being able to make purchasing our products fast, easy, and intuitive for our customers, so let's talk about some of the other industries we serve and the items we supply.

## Janitorial

Janitors are our heroes. They clean up our messes, remove the trash, and make our workspaces and buildings look clean and smell fresh. Did you know that a clean and organized workspace increases productivity, helps you focus, and results in higher-quality work?

Janitorial supplies that we carry include cleaning supplies, paper products and their dispensers, soap, sanitizers, mops, squeegees, brooms, dust pans, trash cans and liners, vacuums, shop vacs, air movers, tilt trucks, carts, sorbents and sweeping compounds, rags, and scrubs in a bucket.

You might be surprised that we also carry food service items such as utensils, cups, plates, bowls, deli containers, take-out containers, soup containers, foil, and film.

## Warehouse

Whether you are in an office or warehouse, you probably use many of these items. We stock warehouse supplies that include job ticket holders, knives, adhesives, staplers, desiccants, markers and stencils, rubber and pallet bands, carton stands, lubricants, white and cork boards, signs, and Command products.

A few interesting items amongst those supplies include spray inks, brass stencils, 27 different types of knives and cutters, and self-stick detectors that monitor shipments and indicate possible shock damage to packages during shipment.

## Labeling

The world of labels is unique and quite interesting. Our three main categories of labels are shipping and handling, inventory, and rack labeling. These include the standard items you would expect, such as cautionary labels, color coding dots and rectangles, month, day, and year labels, and others that are magnetic, vinyl, or have removable adhesive.

Labels come in every shape, size, and color imaginable and do everything from telling people where to sit at a table (tent cards) to denoting flammable liquids to issuing warnings for Proposition 65.

## Organization

When it comes to organization, there is no end to products, including labels, which we already talked about at length above. Other organizational items include plastic bins, wire shelving, plastic storage containers, totes, corrugated storage boxes, and tags.

One of the more interesting or fun-named items we also carry are space-age totes, which are not made of materials from outer space, and are used for transporting or sorting.



# THE BEST PRODUCTS TO PROTECT YOUR FRAGILE SHIPMENT

With all the shipping that is done in today's booming ecommerce industry, shipping items to customers might seem like a slam dunk. Until that fragile item comes down the line and you're faced with uncertainty on the best way to protect it for shipment.

Do you know the right way to protect it? Do you have the right products to do the job? Is there a right and wrong way to take care of fragile items? After all, no one wants fragile—and probably expensive—items broken during shipping, resulting in disappointed customers, loss of inventory, or poor reviews that affect your business' reputation.

## Guidelines for Packing Fragile Items

While we can't decide on the proper process for you to follow for each product specifically, there are some general guidelines to follow. Your products may require more or less care than these guidelines, so be sure to evaluate your process carefully.

Start by selecting a box that is only slightly larger than the item being shipped. Wrap the item carefully in cushioning material such as bubble wrap. For some products, you may need to add custom fit, anti-static foam cushioning, which can be pricey.

Empty space can cause objects to shift during shipping, causing damage to fragile items, so that space should be filled with either crinkled paper, air pillows, or packing peanuts.

Another good idea is to add fragile labels so that shipping clerks and delivery personnel know to take special care of your package during transit and delivery. These labels come in many different varieties and sizes for you to choose from.

Self-stick impact detectors are another tool in your shipping arsenal that indicate possible shock damage to packages during shipment. They attach easily to the outside of products or packaging and can also discourage rough treatment of a package during shipping.



## Additional Products and Services to Protect Items

There are also many other items that require protection that may not be viewed as fragile in the same way as glass or porcelain, but also need extra protection. Furniture, while usually a sturdy product, often needs corners protected during shipping.

Other items that need extra measures can range from picture frames to beauty and cleaning products. The list of items that requires some sort of additional packaging is almost endless.

Edge protectors, strapping protectors, and strapping guards are also important for use both inside and outside, from single shipment boxes to shipment of many items together on a pallet.

There are also times when you don't want to pack an item yourself, perhaps due to being fragile, or simply because of its size or shape. In instances like those, Pinnacle Packaging offers an impressive range of national and international custom crating, freighting, and shipping services for everything from delicate assemblies to large machinery.

This includes custom on-site packaging and packing including items like vacuum sealing, custom corrugated packaging, interior packing and padding, specialized custom cushioning, and engineered packaging. We can also pick up your item and carefully transport them to our office (limited area), and then arrange for delivery.

# HAVE A WAREHOUSE? HERE ARE THE PRODUCTS WE THINK YOU NEED!



There are many different types of warehouses—distribution centers, public, private, bonded, climate-controlled, and smart. Their purposes differ, but their functionality is generally similar—storing goods and then distributing them.

They have many things in common, and no one will be surprised to hear that includes the supplies they use to do everything from processing orders to keeping products organized, the facility clean, and racks labeled.

When it comes to jobs and the tickets used to make sure that the correct item is sent to the right customer and location, there are many different job ticket holders that Pinnacle Packaging can order for use at your warehouse.

Those ticket holders vary not only in size (from 4"x6" to 15"x18"), but they also come in a wide variety of styles, including clear with stitched black edges and a grommet at the top for hanging. Other styles are neon, deluxe with hanging straps, solid black, gusseted, heavyweight, dual pocket, self-adhesive, magnetic, and more.

## Items for Organizing

There are many items used for organization, but the most critical in a warehouse environment are probably those supplies used for rack labeling. There are four main types of rack labels—magnetic, vinyl, plastic, and removable.

Within each of those types, there are more varieties to choose from. For example, there are magnetic label rolls, strips, sheets, tape, envelopes, and c-channel. Vinyl comes in many different sizes of press-on envelopes, letters, numbers, and corresponding insert cards are also available for use.

Plastic label holders also come in various designs and sizes, such as strips, top load, snap-on, inserts, and side loading. Removable adhesive labels are an interesting product that comes in many sizes and

colors, and they peel off without leaving a residue or tearing.

## Everyday Use

Warehouses and the staff that works there would feel stranded without many of the items they use every day. These include knives, staplers and staples, adhesives, shipping indicators, desiccants, markers and stencils, signs, rubber bands, carton stands, white/cork boards, and 3M Command products.

Knives come in an impressive array of styles and sizes, from retractable utility knives to steel-track snap knives, safety knives, self-retracting, auto-locking, disposable, auto-loading, scraper, disposable, box cutters, and holsters to keep them on your hip for easy access.

Staplers are available for cartons or hand use and come in various styles, from pneumatic stick or roll, manual, or foot operated, while adhesives are Gorilla brand and come in duct tape, glue, super glue, shipping, and clear repair tape.

Desiccants, the packets used for moisture and corrosion control, come in many sizes and types, ranging from tiny to very large, and are in Tyvek or Kraft paper with the contents made of clay, gel, and Container Dri II. They are designed to absorb moisture, odors, and chemicals to preserve and protect products.

Carton stands help keep workstations neat and organized, while white and cork boards help fuel creativity and organization as well.

# 5 WAYS TO CUSTOMIZE YOUR PACKAGING

Packaging performs several functions for your business, well beyond getting your products from Point A to Point B in perfect condition and on time. Since you don't see your online customers in person, the package you send, what it looks like, what it says, and how it makes your customer feel is crucial.

Why? Primarily because it helps you earn repeat business. Imagine for a moment: your prospective customer can get an item from you and a nearly identical one from your competitor. Your packaging is thoughtful, coordinated, says things they identify with, and includes a personally written note. At the same time, your competitor tosses the item in a box with a couple of air pillows, seals the package with clear tape, and only has a QR code printed on the box.

Which one would you choose? What would it say to you? Chances are you would pick the one with the colored tissue, a coordinated box with customized water-based tape, and a cheerful note thanking you for your purchase. It makes you feel good and tells you they care about not only getting their product to you but that you feel good when you get it.

While we are talking about things in groups of five, here are five reasons custom packaging is essential for your brand:

- It does a great job of increasing brand awareness. Consider, if you see a red dot with a red circle around it on the box, who has sent it to you? If you said Target, you're right.
- It allows you to include the proper foam, bubble wrap, peanuts, or other protective packaging to ensure your item gets to your customer in perfect condition. If you don't know which is best for you, check out one of my other blogs here.
- It enhances your customer's experience with protection that says you care that the item arrives safely and packaging that is attractive and includes your company information, logo, and—possibly—a QR code.
- It allows you to increase your brand value by giving your customers a wow moment, which



could include an unboxing opportunity they can post on social media or a handwritten note that makes them realize they aren't just customer number 457532.

- Custom packaging also gives you the chance to choose eco-friendly alternatives that tell customers that you not only care about them but also the environment.

## Custom Packaging Options

Here are some great options that don't break the bank but will help to keep your customers happy and coming back for more:

**Custom Tape:** Custom packing tape is an easy and cost-effective way to personalize shipping boxes with your branding, including logo and colors. It makes it instantly identifiable to your customers.

**Custom Stickers:** Custom stickers are versatile and an easy way to add information that might change, such as an event that is coming up or recognizing a holiday. You could put a quiz on it, a QR code, or a joke that brings a smile. The options are endless.

**Custom Colored Stuffing Paper:** You can use custom colored stuffing paper to reflect your company colors or change them to coordinate with a holiday and a unique sticker.

**Personalized Thank You Cards:** Personalized thank you cards can be small, and the note short and sweet. If you include your customer's name, it takes your connection to a whole new level.

**Ribbon:** There is something about a ribbon tied around an item inside a package that says party. It doesn't matter if there is an occasion or not. If there is a nicely tied ribbon, happiness is tied in with it—as long as it is easy to get off.

# CUSTOM CRATING AND SHIPPING SERVICES: HOW DOES IT WORK?



Any time you have a fragile, oddly shaped, heavy, or extremely large item to be shipped, it can have your stress level shooting up and keep you awake at night. After all, crating and shipping these items so they arrive in pristine condition at their destination is not an easy task.

So, how can you reduce your stress over this essential service? Should you take classes, practice a lot, or use a trusted partner, like Pinnacle Packaging, to take care of this for you?

Will it cost you to hire a professional service to crate, protect, and ship your items? Of course, it will, but some dollars are better spent than others, and paying for services that guarantee you and your customers peace of mind is certainly one of them.

Let's talk about the steps we go through in order to get the item from your location to your customer's. There are several steps we follow to ensure a successful and safe delivery.

## Local Pick-Up

The process begins with our team picking up your item to be shipped and transporting it to our facility. We can coordinate with our fleet of trucks to pick up your items from anywhere in the upper Midwest. Workers will pad, protect, and strap down all of your belongings and take them to our shop for high-quality packing and crating. If you live outside our service area, we are more than happy to arrange for one of our reputable logistics partners to pick up your items.

## Custom-Built Crates

There is, quite literally, a crate for every item that needs to be shipped. The process begins with a thorough assessment of your item, including measurements and evaluating specific challenges that must be met, such as whether it is fragile, is an unusual shape, and how much it weighs.

In order to protect your shipment throughout its entire journey, we use only the highest quality construction lumber and panels for our crates. Our standard industrial packing product consists of a substantial forklift-able platform as well as plywood or OSB panels with external frames measuring 1×4 or 2×4.

Crates come—or are made—in nearly every imaginable size out of the best materials for the job. Did you know that Pinnacle Packaging offers standard crates, custom-engineered crates, skids and pallets, mil-spec crates, Carolina Inspection Services (heat treated for export), museum and trade show crates, and knock-down and reusable crates.

## Protective Packaging

When it comes to custom packaging and packing, no two items are the same. Whether they are delicate, fragile, very large and heavy, or anywhere in between, there is a combination of products that are perfect for every application.

We offer a variety of options to ensure that we meet the needs of your shipment every time. They include vacuum sealing, custom corrugated packaging, interior packing and padding, specialized custom cushioning, engineered product-specific packaging, and engineered packaging.

The protection chosen for your items is based on the item itself, and what will protect it in the best way possible.

## Experienced Personnel

Our personnel are shipping experts with experience you can rely on to safely crate, pack, and ship your item to its destination. Without this component, the rest doesn't matter. We have the experience and expertise to know what works best for every type of item you can ship, from interior protection to the crate itself.



# PAST HOLIDAY PACKAGING TRENDS TO INSPIRE YOU TODAY

Is any time of the year as crucial for your business as the holiday season? Your customers are searching for the perfect gift, and you're hoping to not only sell it to them but have them coming back for more.

So, how do you ensure that they remember what they got from your company more than the product that arrived on their doorstep the next day? Of course, having a superior product is crucial, and I know yours is, so the next point of distinction is your packaging.

## Connecting With Customers

We all want to connect with our customers, bring a smile to their faces, and help them to feel good about the product(s) we send them. Combining the expected with a surprise can do that. That may mean beautiful holiday packaging, a handwritten note with a free sample of another product, or a full-size product developed specifically to be included during the holidays.

As you prepare your holiday packaging supplies for use, those retailers who use quality materials get extra points from consumers. It helps them to know that you care about them enough to go the extra mile to protect the item they ordered and to make it look pretty. It also sets you apart from your competition, and packaging suppliers like Pinnacle Packaging can help you make that happen.

## Nostalgia is a Customer Favorite

When it comes to packaging trends, whether they are from the past or current, some remain timeless. Those that are nostalgic and bring back memories, those with festive patterns like snowmen and sleighs, the use of bright colors, and those that can be considered sustainable.

## Be Clever

Another way to grab your customer's attention during the holidays is to use clever wording or phrases on



your packaging, whether on the product packaging itself, on the shipping box, on water-based tape, or inside the box on the paper stuffing or plastic pillows.

Several years ago, a few examples of clever wording included Stella Artois saying, "Originally Crafted for Christmas," and Panera, who said, "You can only eat leftover ham and turkey for so long..." They paired that with takeout bags printed with red and white stars, a moon and trees, cardinals, and sayings such as Share Joy, Share Wonder, and Share Peace.

Other companies have gone for the laugh with a dose of realism. Beefeater Gin got snorts of laughter when they quipped, "When the wine and champagne isn't strong enough to get you through the family reunion."

## Begin Your Own Tradition

Of course, you can start your own tradition. Perhaps it's putting together coordinating colors and patterns used on shipping boxes, tape, and the inside filler. It could be red, green, and silver in stripes, solids, and a pattern. Perhaps you choose one element that you keep the same every year while the rest changes around it.

Or make up a different festive sticker each year that includes a dynamic QR code that lets you take customers to different web locations, such as a contest each year or a survey to fill out that generates a coupon code afterward. The sky truly is your limit when it comes to QR codes.

Whether you need to order holiday boxes, tape, stickers with a holiday QR code, brightly colored shredded paper, or cute holiday notecards, at Pinnacle Packaging, we are here to help you make great choices for the best price.

# HOW TO USE CABLE TIES THE RIGHT WAY



Cable ties are used for everything and seem to be limited only by your imagination.

Some people use cable ties, aka zip ties, to hold cars together, and law enforcement sometimes uses them in place of handcuffs. Manufacturers often use them to attach a product to its display card, while others use them to keep power cords neat for shipment, attach tags to clothes, or keep cables neatly arranged.

There are almost as many different types and sizes of cable ties as there are uses. And did you know there is a right way to use those handy little pieces of plastic? Even more importantly, there are many distinct types of cable ties that are intended for different uses.

## How to Use a Cable Tie

If you haven't used a cable tie before, there is a right and wrong way to use them. The right way will result in a tie that not only is able to be tightened around something but it stays tight until released or cut off, depending on the type of tie used. Used the wrong way, the tie will not stay tight, and the end will often slip back through the square end.

To use a cable tie the right way, once the tie is around the cables or whatever object you want held together, take the pointed end and insert it into the other end that has the receptacle.

If you have inserted it from the correct side, the teeth will click as it goes through, and it will tighten and not release. If that didn't occur, and the end slides out freely, remove the pointed end, turn the tie over, reinsert it, pull tight, and move the head as far as it will go. Once it is tight, you can trim the excess if desired.

## Different Types of Cable Ties

At Pinnacle Packaging, we carry a wide variety of cable ties which you can find here. The different ties

are designed with specific uses in mind. Here are some of them:

- **Colored ties:** Permanently secure cords, cables, bags, etc. They are tamper-proof, designed to lock tight, will not stretch or slide, and are used to color-code items. These also come in jumbo sizes, natural color.
- **Releasable cable ties:** Use for items that are frequently modified. Simply press the tab to release, and the tie is ready to be reused.
- **Metal detectable cable ties:** Nylon ties blend with metal, providing magnetic properties throughout—guards against contamination in pharmaceutical and food industries, is weather-resistant, and more cost-effective than stainless steel ties.
- **Identification cable ties:** The same as standard ties but have a rectangular piece that can be written on to identify the items secured by the tie.
- **Stainless steel cable ties:** Designed to use outside in even the harshest conditions to secure wires, cables, and pipes. Self-locking head for guaranteed security.
- **Natural security loops:** Helps secure merchandise together or secure tags onto your products. Fast, economical, and permanent attachments. Easily snaps together by hand, no gun required, and they are tamper-proof.
- **Beaded security ties:** Similar to security loops. Quickly tag parts without a gun—simply thread through tie to desired size.
- **VELCRO® Brand cinch straps:** Strong hook and loop cinch straps provide extra holding power. Bundle cables, tubes, and hoses. Straps are adjustable and reusable.
- **VELCRO® Brand self-grip straps:** Hook on one side, loop on the other. Straps securely attach to themselves.
- **Black UV cable ties:** Nylon ties that permanently secure cords, cables, bags, etc., for continuous or extended exposure to outdoors and UV light. UV stabilized and tamper-proof.

# PAPER: IT'S NOT ONLY FOR PRINTING

We use paper for all sorts of things. Printing documents, flyers, brochures, newspapers, pictures, and cards, to name a few. When it comes to packaging, paper is used in even more ways.

Before we talk about all the packaging products made from paper, let's clear up concerns some clients have concerning tree harvesting and sustainability. We understand this concern and believe that education on this topic is important.

Paper is a renewable resource, and, interestingly, there is no shortage of trees in North America, thanks to responsible forestry practices. Also, in North America, we recycle more paper than anything else.

## By the Numbers

According to the University of Southern Indiana, "Each ton (2,000 pounds) of recycled paper can save 17 trees, 380 gallons of oil, three cubic yards of landfill space, 4,000 kilowatts of energy, and 7,000 gallons of water. This represents a 64% energy savings, a 58% water savings, and 60 pounds less of air pollution. The 17 trees saved can absorb a total of 250 pounds of carbon dioxide from the air each year. Burning that same ton of paper would create 1,500 pounds of carbon dioxide.

When it comes to sustainability, Financial Statement Services (FSSI) has integrated it into its operations. They pointed out, "Over the last six decades, the net total U.S. Forest area has increased by over 3 percent. In addition, the net volume of trees on timberland has increased by 58 percent...Most pulpwood harvested in the U.S. (89 percent) comes from private land. The income landowners receive for trees grown on their land encourages them to maintain, sustainably manage, and renew this valuable resource."

In fact, not only is most paper in the U.S. made from sawmill residue and recycled paper, only 30 percent of paper produced is from harvested timber.



## Paper Packaging for All Your Needs

Paper is one of the backbones in the packaging industry. It is used to decorate, protect, display, seal and only seems to be limited by your imagination. Paper packaging materials come in colors or in traditional brown, can be coated or used with adhesives, and come in every shape and size imaginable. This includes:

- **Boxes**—gift, corrugated, heavy-duty, bulk cargo, multi-depth, bins, side-loading, file, mailers, hazardous material, weather-resistant, insulated, foam-lined, gaylords, telescoping, displays, magazine, double-wall, triple wall, square tubes, triangle tubes, round tubes, frame protectors, and ballot boxes.
- **Chipboard cartons**—folding, set-up, jewelry, apparel, pads, reverse tuck, gift boxes with tissue or paper included, and stationery folding cartons in a multitude of sizes.
- **Envelopes and mailers, labels, tags, and tent cards.**
- **Bags**—shopping, kraft bags for tubes, merchandise, gusseted, hardware, and grocery.
- **Moving boxes**, moving kits, wardrobe, specialty moving boxes, file storage, totes, and boxes with hand holes.
- **Kraft paper**—indented, poly-coated, reinforced, colored, virgin, waxed, bogus, and butcher.
- **Newsprint** in a variety of sizes.

Many of these products, with the appropriate lead time and design, can be customized, whether on the box or bag itself, on the sealing tape, or with the use of labels. Some options can take months to arrive, while others are faster and less costly.

# WHICH CARTON IS BEST FOR YOUR PRODUCTS?



When you package your product, there's a lot more to it than finding a box, tossing the product inside, adding some wadded-up paper, closing it, and putting it into a box for shipping to your favorite retailer.

You want to make sure it arrives at the destination in perfect condition. That means you have to take a close look at the different types of cartons, how they are meant to be used, what is going inside, and how it is being shipped.

Not to be confused with corrugated paper boxes, cartons are folding boxes made from paperboard. They can be referred to as paperboard, chipboard, or folding carton boxes, and are cut, folded, and possibly laminated or printed.

As a result, you might imagine there are a lot of different cartons out there to choose from, and you would be right. Take a stroll through your local grocery store or pharmacy, and you will see all the different ways manufacturers use cartons.

## The Different Types of Cartons

There are several different types of cartons that we carry at Pinnacle Packaging. They include:

- **Folding Cartons:** They come in both Kraft and white reverse tuck folding. They are lightweight, positive locking, and perfect for small parts.
- **Gift Boxes:** They are made in Kraft, white, black, and red, and come in assortment packs or deluxe versions. They are perfect for gifts and retail goods.
- **Stationery Folding Cartons:** These are strong, two-piece cartons designed to store business cards and stationery.
- **Set-Up Cartons:** Similar to stationery folding cartons, but these are fully assembled and covered with a gray leatherette paper.
- **Jewelry Boxes:** Perfect for jewelry and other small items, they are fully assembled and come with non-tarnishing jewelers' cotton inside.

- **Apparel Boxes:** These are the perfect size for clothing, fold together quickly, and are made using recycled fiberboard.
- **Chipboard Pads:** These are often used as envelope stiffeners or as a top layer in boxes to protect contents from box cutters.

## Cartons Offer Many Benefits

There are many different reasons retailers and manufacturers use cartons. Some of these benefits include:

- Customizable
- Functional
- Easy to use
- Inexpensive
- Designed to work with automated packaging
- Can be used for all different shapes and sizes of products
- Durable
- Save space by folding flat
- Can be stacked
- Can be made with RFID for tracking and anti-theft

We know first impressions are important when meeting someone for the first time, and the same is true for the cartons you use. They are the first impression customers get for your product and often your brand.

The professionals at Pinnacle Packaging can help you find the perfect carton for your products, including any customization you may need. We are committed to making sure you have everything you need to keep your products safe, secure, and beautifully packaged.



# THE 6 SUPPLIES EVERY SHIPPING DEPARTMENT SHOULD HAVE

Are you starting an eCommerce business and not sure where to get started when it comes to finding the right shipping supplies for your products? Pinnacle Packaging is here to help. Below we will break down some of our must-haves for any successful shipping department.

## 1. Boxes

Corrugated cardboard is a staple. Built for durability, it is a great item to have in your shipping department. As an excellent all-around option for shipping items both big and small, we don't think you can go wrong with having boxes at the ready. Pinnacle Packaging even offers boxes of all sizes and shapes to help you find a box that meets your requirements.

## 2. Polybags

Another great addition to any shipping department is polybags. They are waterproof, which means they are great for shipping items when you think weather conditions could be an issue. They are also very lightweight, helping you keep shipping costs low.

## 3. Envelope Mailers

When you don't feel a corrugated cardboard box is a solution you are looking for, check out the envelope mailer. Envelope mailers are perfect for shipping any type of document or book. You can even add stiffeners to this type of shipping material to make sure items arrive without any bends or tears.

## 4. Tapes

Want to make sure your package arrives still intact? Tape is the solution you are looking for. No shipping department would be complete without tape to close packaging and hold things in place. As a bonus, we offer a wide range of tapes that help you showcase your brand and keep your boxes sealed until they reach the customer.



## 5. Filler

Filler is one of our favorite additions to any shipping department. Even if you don't intend to ship fragile goods frequently, they can still come in handy, keeping items clean and protected during transit. There are so many fillers to choose from, but some of the most popular fillers that we recommend repeatedly include bubble wrap, foam, air pockets, and packing peanuts.

## 6. Storage

While it may seem like a no-brainer, storage is often the forgotten piece when purchasing packaging supplies. We recommend that all shipping departments have their own organizational system to help the packaging process running smoothly and efficiently. You'll be surprised by how much time you can save when you can find all your tapes, fillers, and packaging in one place.

# PREPARING FOR THE HOLIDAYS: OUR TIPS FOR PACKAGING SUCCESS

It might seem a little early to start thinking about the holiday season, but you can never start too early in the packaging industry. In fact, it's a good idea to have your holiday packaging plans in place by July! Haven't started planning yet? Never fear. We'll help you walk through the packaging process and start down the path to holiday planning.

## Have a Strategy

Coming up with a strategy for the upcoming holiday season is one of the best ways to ensure you are prepared. You're first going to need to decide if you want to change your current branded packaging design or if you have new products you plan to roll out for the upcoming holiday season that will need extra packaging. That includes any changes to branded print such as logo, colors, and the size and type of box.

You will then need to look at what you have in your budget for holiday packaging and project sale quantities so that you have a good idea of the amount of packaging you will need to order. You may also want to determine how much warehousing space is necessary for the uptick in packaging quantities required. Doing both things will help ensure your packaging supplies don't run out during the deep holiday rush from Thanksgiving through December.

Ultimately, having a good understating of the holiday budget, projected quantities needed, frequency of orders and available warehousing space for packaging is key to a successful holiday season.

## Understand the Holiday Packaging Process so You Can Get Ahead of the Curve

The design process for holiday packaging typically takes between 1 to 2 months from start to finish. This is because the in-house design teams need to create mock-up drawings of your box and any printed designs they will include. After these mock-ups are complete, the client is next presented with a



non-printed sample to test fit the box and check the protection factors of their items. Once the sample is approved, the holiday artwork is created by the design team. This draft of the holiday packaging will then need to be approved by the client once more.

That's not the end of the road. Once a design is in place, a timeline is then discussed with the quantities needed for the first order. At this point, the client will need to decide if they would like to place a one-time order for their holiday packaging or if they would rather purchase a pre-determined quantity to be produced and delivered at a specific frequency.

## Look For Unique Solutions When Demand Is on the Rise

With demand on the rise during the holiday season, some brands may choose to be a little more creative in the way they order their holiday packaging. Last year we saw production time rise to 6+ weeks or more during the holiday season. To fight off this demand, we have seen several companies start to use non-branded stock boxes for shipping, with an added logoed tape to seal the package. This means they can use any box they may already use but give it an extra touch around the holidays with a new holiday tape.

## Prepare for Increased Demand

The holidays can easily double your product demand, so it's a good idea to be prepared. This means stocking up on custom branded boxes, kraft stock boxes, and protective packing materials such as bubble wrap, foam, and tape. This year we are likely to see paper, foam, plastics, and adhesives remain in short supply. Coupled with the continuing labor shortage, this means there may not be packaging material available if careful planning is not done early.

# PACKAGING FILLER IS CRUCIAL TO YOUR BUSINESS

Deciding how to protect your products during transit best can be a challenge. Today we are helping you tackle this by breaking down some of our most popular fillers, foam, and bubble wrap. Both have extensive protective qualities, but today we want to focus on which is the best option for your shipping practices.

## Foam

Foam is a great filler that helps cushion your products inside of their shipping box or container. This filler is often used between dishes and around items already in a package with other fillers. While they come in different thickness levels, foam is typically the right choice if you are looking for a thinner filler to place between fragile items.

Foam can come in a variety of sizes, pouches, and even pre-cut options, making it an efficient filler to use when looking to speed up the shipping process. Want to cut down on the amount of tape you use when packing products? Here at Pinnacle Packaging, we sell self-adhesive foam that sticks to itself and not your products so that you can use less tape. To reduce the movement inside your shipping box, we also offer foam corners that can act as edge protectors that reduce shock when shipping.

## Bubble Wrap

While initially designed to be used as wallpaper, bubble wrap has become the classic shipping filler we all know and love. Bubble wrap uses its unique air pockets to help keep products protected and suspended in their shipping container. Unlike foam, bubble wrap tends to be slightly thicker due to the air pocket design, so it is typically sufficient to be used alone.



Like foam, bubble wrap comes in a variety of bubble and sheet sizes so that you can pick the right size for your products. At Pinnacle Packaging, we offer our bubble wrap on rolls and in sheets, so you can always find a filler that meets your shipping requirements. We even provide anti-static bubble wrap that is the perfect filler to protect electronic items during shipping.

At Pinnacle Packaging, we know that finding a suitable filler for your shipping or eCommerce business might seem overwhelming at first. We hope that by breaking down some of the characteristics of our most popular fillers, we've helped you narrow down the right filler product for all of your shipping needs.

# TIPS FOR SHIPPING FRAGILE ITEMS



Shipping fragile objects can be tricky, but Pinnacle Packaging is here to help. Below, we'll break down how to secure and protect your packages so you can take the guesswork out of your next fragile shipment.

## The Outside

When determining what type of packaging your business will need to protect your shipments, we often suggest our customers focus on the outside of their packaging first. Deciding what mailer to use when shipping your products is crucial to determining the level of protection your items receive. If you need packaging capable of supporting your items during the shipping process, corrugated cardboard is your best option. The thick double-layer walls will create a barrier between your package and any forces that could easily damage your product. However, if you are shipping a smaller item, you may find that our bubble mailers are the perfect solution to your shipping needs. If weatherizing your shipment is your main concern, you may instead find that our poly mailers are just the right shipping product for you. While the variety of shipping materials may at times be overwhelming, it ensures there is always a packaging solution to meet your needs.

## What's Inside Counts

When considering protective shipping options, it is essential to keep in mind the power of a protective filler. Fillers come in various shapes and sizes, but most commonly, you will find that foam, bubble wrap, air pockets, and packing peanuts make up the most protective fillers. At Pinnacle Packaging, we even offer custom foam options to protect your most fragile products perfectly. When you choose to include a filler in your packaging, you decrease the likelihood of damage to your goods because they work to reduce movement inside of the packaging. Absorbing any outside trauma or jostling your package may encounter on its shipping journey.

## Secure your Shipment

Now that we have covered the basics, you might be wondering what else you can do to add an extra layer of protection to your packages. We recommend you add an extra layer of protection by adding high-quality tape to your packaging lineup. This way, you can ensure your package stays nice and secure. The last thing you want is a fragile shipment coming open during the shipping process, resulting in broken or lost items. To take your packaging to the next level, we also offer a variety of fragile stickers to add to the outside of packages. While they don't guarantee a safe shipment process, they make it clear that your package should be handled with care.

If you're looking to increase the likelihood that your shipments arrive at your customer's doorstep in one piece, check us out at [Pinnaclepackaging.net](http://Pinnaclepackaging.net) to find the proper protection for the items that matter most.



# HOW TO CUSTOMIZE YOUR SHIPPING MATERIALS AND PRIORITIZE CUSTOMER EXPERIENCE

Finding the perfect shipping box for your business can be a challenge. That's why Pinnacle Packaging offers shipping supplies that are sure to make your brand stand out from all the rest. Even if your business doesn't have the budget for branded customization, we'll show you how certain shipping supplies can be implemented in your packaging so that customers remember your company's dedication to creating an elevated customer experience.

## **Pick the Right Size Mailer for the Items You Ship**

While it may make sense for some brands to only ship their products using one standard size mailer, brands whose product comes in various sizes benefit from taking time to establish boxes for specific items. This dedication to the right size shipping materials not only cuts down on supply costs but leaves your customers feeling as though you took the time to consider which box was best to mail their items—showing brand loyalty to customer experience. Alternatively, if you don't have space to stock a variety of mailing boxes, poly mailers are an excellent solution because of their ability to ship such a wide variety of items.

## **Choose Mailers and Tapes That Align With Branding**

When businesses are just starting to establish themselves, it can sometimes be costly to customize shipping materials for products that could easily be shipped in standard packaging. However, to make your package stand out for a fraction of the price, consider shipping supplies such as our metallic glamour mailers and multicolored tapes in your brand's colors to help add a custom feel to your packaging. You can even try adding branded labels to boxes and mailers as a great low-cost alternative to branded packaging. These options not only save you money but allow your shipping materials to be easily reused by customers, furthering brand attention to sustainability.



## **Include Wrapping Inside the Box for More Fragile Items**

Nothing shows you care about your product's safe arrival, like including a filler in your package to protect the goods during transit. Whether you choose kraft paper or bubble wrap, customers appreciate the attention to detail. Taking the time to wrap your products or fill them with care allows you to make a good impression and ensures that you present your product to customers with pride.

While it may be tempting to implement a one size fits all shipping mentality, there are many ways to make the shipping process a custom experience at any budget point. Visit our website to browse our full variety of shipping materials and find a solution that works for your business.

# HOW TO CHOOSE THE RIGHT PACKAGING WITH YOUR BUSINESS GOALS IN MIND

When you run an eCommerce business, there are many considerations you must take into account while creating the packaging for your product. Those considerations often leave companies looking for ways to stay consistent with their brand goals and ethics to support the overarching customer experience. With over 20 years of experience in the packaging industry, Pinnacle Packaging has come up with a list of questions to ask yourself when deciding what packaging decisions matter most to your business and consumers.

## **Is protecting the environment and reducing the shipping industry's impact a vital standard that your company upholds?**

If so, eco-friendly shipping options might be best for you. Here at Pinnacle Packaging, we often recommend our paper mailers and corrugated boxes as a packaging solution to help your company put sustainability first and reduce the amount of plastic packaging your company needs. If you are looking to be eco-conscious, we also recommend moving away from plastic fillers. As an alternative, we recommend our Kraft Paper or Newsprint, made out of 100% recycled materials; they both offer excellent protection and allow you to use less plastic inside your box as well.

## **Do you want to increase customer brand recognition?**

If you are looking to improve the customer experience, look no further than customizable packaging. Here at Pinnacle Packaging, our variety of customizable corrugated boxes, sheets, tubes, foam, and tape, ensures there is always a packaging solution that makes your brand stand out from the rest! Packaging that your customers remember and want to share is an investment that shows an excellent return.



Customizing the customer experience spreads brand awareness and increases the likelihood that your customers will want to share their packages on social media. In a study done on eCommerce packaging, dotcom Distribution found that 40% of consumers are likely to share their packaging online if it comes in a uniquely branded box. Customized packaging can thus act as a marketing strategy in and of itself.

## **Is safe delivery your top priority?**

When you want to ensure your package arrives safely, it's genuinely the contents of your box that matter most. When shipping items like candles and glassware, you should always pay extra attention to wrapping and supporting your goods to protect them best. Here at Pinnacle, we not only offer a wide variety of loose fill, air pillows, bubble wrap, and foam to protect your goods, but we also are here to give you advice on the best filler for your product.

Pinnacle is here to help you find the next solution to your packaging needs. We don't just sell packaging; we strive to work with you to find an option consistent with your brand's identity!

# QUICK Q+A WITH NICOLE:



## What was the most innovative thing to happen in your industry in 2022?

I would have to answer that from the perspective of my size in the industry because there are some

huge things in the packaging industry that don't pertain to me. In my segment of the industry, I would have to say the increase in the tech type of marketing, such as QR codes and interactive packaging. I'm noticing that the paper tape used to seal boxes has a lot of user engagement, and everybody seems to be moving in that direction,

## What was your most popular product for 2022?

My most popular product, not just in 2022 but for many years, is custom-printed corrugated boxes. Nothing else even comes close to how many printed boxes I sell each year.

## What are Pinnacle Packaging's plans for the future?

Our plans, because the economy and markets are changing so rapidly, we are in a continual state of flux. We will stay focused on the corrugated industry and branding, or rebranding, of our client's products. As we have been for a while now, we will continue to promote sustainability and find ways to help clients who are looking for sustainable options for their packaging. Paper is the leader in that, although bamboo is becoming more popular. Ancillary services, such as warehousing, crating, and freight, also remain in high demand for the third straight year.

## What is your favorite personal memory from this year?

That would be my trip to Utah and Zion National Park. Having lived in a metropolis for most of my life, I like being outdoors. It is a treat to visit somewhere that doesn't resemble anything like home, and Zion certainly was that. Going places like Zion helps me connect with the elements of nature.

## If you had only one piece of advice to give to your readers, what would that be?

Stay true to who you are in everything you do. I think being authentic in how you approach people, your work, and the community is essential. Being your authentic self is a beautiful thing.

## ABOUT NICOLE:

Nicole DeJoris is the President of Pinnacle Packaging, Inc. in Lombard, Illinois. Nicole, who was the company's corporate accountant for several years and a former financial and business consultant, took over ownership from her beloved late brother Chris DeJoris who passed away in 2019. Since 1987, Chris had been at the helm of the family business overseeing its operations and building a solid reputation. Nicole uses her vast experience in the advertising, financial and packaging fields as well as in the nonprofit sector to guide her in her new role as President.



# ABOUT PINNACLE:

---

With over 20 years of experience in the packaging business, Pinnacle Packaging is ready to help you order the right packaging supplies for your company's needs.

We pride ourselves on providing you with the most accurate information and a wide variety of customization options so you can always find the right packaging solution. Pinnacle Packaging has up-to-date knowledge of all the latest packaging materials and their manufacturers, saving you money and adding efficiency to your ordering process.

## OUR MISSION

Here at Pinnacle Packaging, we stand behind our products so we can go above and beyond your expectations. With over 20 years in the packaging industry, we are committed to using our expansive knowledge of the packaging industry to provide our customers with the latest supply and packaging design information. When standard packaging supplies alone are not enough, we also work with our customers to provide custom packaging solutions. We ultimately work to make sure our customers are prepared and informed about the offerings available to their business so they can create a lasting impression through packaging.

## SERVICE AREAS

We proudly serve the Chicago metro area, northwestern Indiana, the Indianapolis metro area, southern Wisconsin through Milwaukee, as well as the Austin, Dallas, and Houston, Texas regions. If you have any questions about our service areas or would like to make an inquiry, please contact Nicole DeJoris at 773-235-6060.

## PRICING

The biggest concern our clients have is whether or not they are getting competitive pricing on their orders. This is Pinnacle's concern, as well. We strive to make sure you are receiving the lowest prices on your packaging products and custom projects. If you're not sure where to start and have a specific budget in mind, Pinnacle Packaging will help you go over your options and find a product that is both good for your wallet and the final product.

## WE CARE ABOUT THE ENVIRONMENT

Pinnacle Packaging prides itself on being an eco-friendly company. We are committed to providing packaging solutions that improve sustainability and contribute to a green future.

We promote sustainability through our product offerings. One of our most sought-after and sustainable items is the corrugated shipping box. Not only are our boxes recyclable, but our corrugated paper is also a renewable resource that can be used as an alternative to other plastic packaging materials. Our goal is to have cost-effective, eco-friendly options for all of your packaging needs.





# RECENT AWARDS & CERTIFICATIONS:

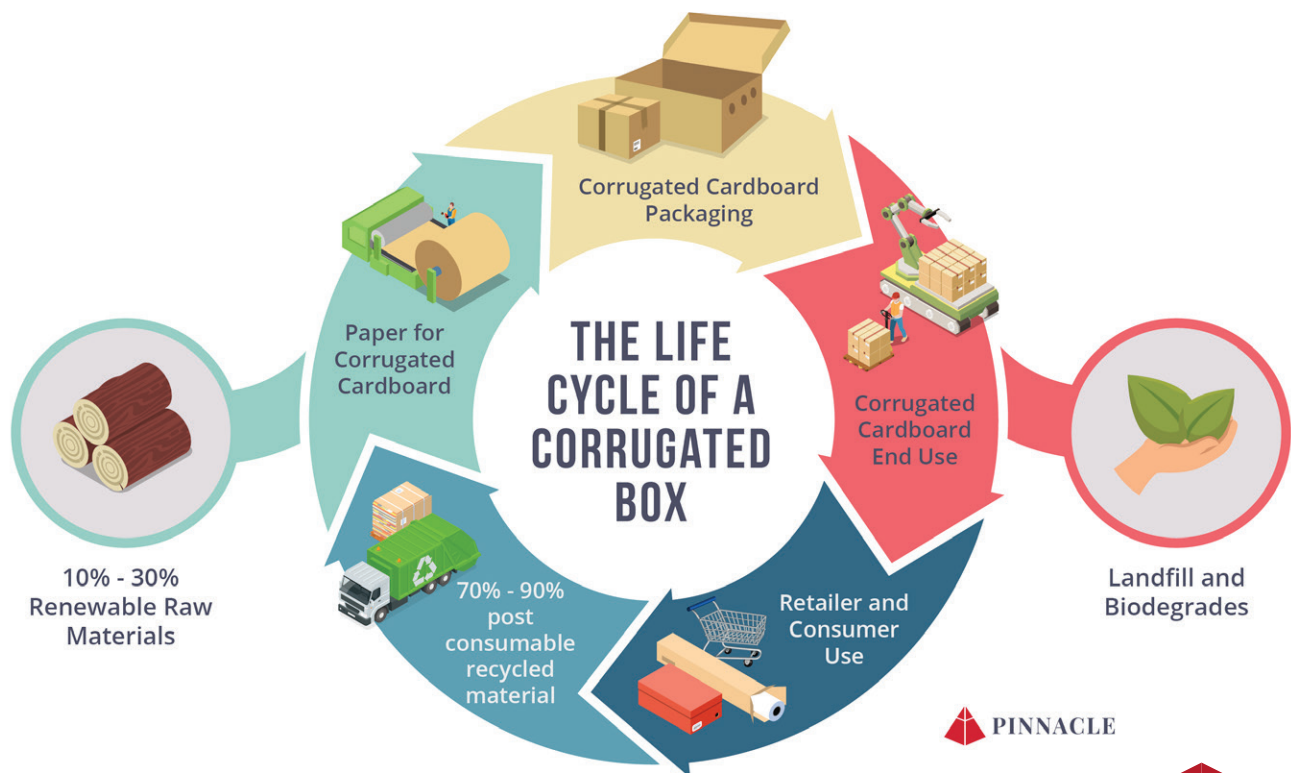
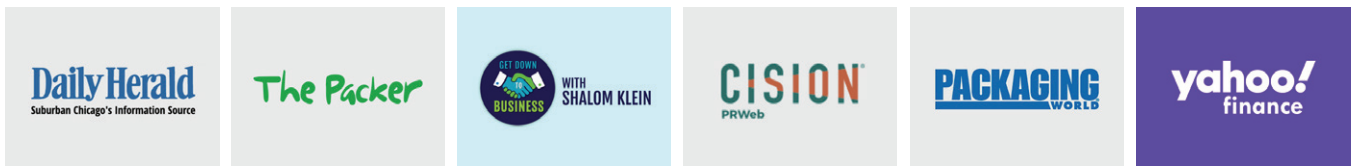


*Winner of the 2021 C-Suite Award by  
the Daily Herald Business Ledger*



*Pinnacle Packaging is a Certified  
Women's Business Enterprise*

*Recently seen at:*





**PINNACLE**



PINNACLEPACKAGING.NET

MAIN OFFICE:  
2200 S. Main Street, Suite 214,  
Lombard, IL 60148

PHONE: 773-235-6060  
FAX: 312-397-1189

For sales inquiries, or placing an order  
please contact us at:  
**[orders@pinnaclepackaging.net](mailto:orders@pinnaclepackaging.net)**.

For accounting inquiries please  
contact us at:  
**[accounting@pinnaclepackaging.net](mailto:accounting@pinnaclepackaging.net)**.

