

CONTRACT PACKAGING

A Powerful Flexible Packaging Sales Strategy

Implementing new packaging can be a challenge to many companies due to a wide variety of reasons. Some companies, however, seem to always be on the “edge” introducing new

products in new packaging despite the obstacles. How do they do it? Well there’s a very good possibility that they support one or more of their contract packaging partners.



Calamusa

A total solution

The contract packager, as a separate entity, can assist companies to break through the barriers of change and bring a product to market in an innovative package quickly, cost effectively and with reduced risk. Contract packaging, or the art of outsourcing, can truly open the doors of opportunity to the forward-looking marketer.

Today’s contract packagers are investing in new machinery and systems to accommodate their customers and the changing packaging market. Their services can provide your customers the opportunity to perform a regional market test or full national roll-out. Many contract packagers have embraced flexible packaging as the future and have invested specifically in new packaging machinery technology to accommodate the trend toward many of the new forms of flexible packaging.

The flexible packaging supply chain can certainly benefit by supporting the

contract packaging industry in their quest to assist companies to bring new and innovative packaging to the market. As a material supplier you are in a perfect position to facilitate an application by partnering with the contract packagers and your customer.

If you are like me you are constantly working to support your customers with new flexible packaging ideas and solutions to promote both your mutual business objectives. This is not an easy job. However, if you can create a path to a “total solution” your job and your customer’s job has just been dramatically simplified.

A sales strategy

To begin the process, first identify contract packagers who have dedicated themselves to flexible packaging.

Familiarize yourself and your sales team with both their capabilities and specific core competencies. Do they specialize in bags, standup pouch packaging, flow wrapping, thermoforming, or retort pouch packaging? Can they handle short runs or do they only have the ability to only accommodate high volume applications. The ability to keep your customer’s risk and financial exposure down to a minimum will be

important and appreciated.

Work with your customer to identify a product application candidate suitable for the proposed flexible package solution. Will the new product be offered at retail, convenience or club store or is it to be targeted to food service market? Organize a test market at co-packing level, be prepared to accommodate a short run especially for the initial test. Remember the test, is not only to test the market, but also to test your material and the performance of the contract packager’s machinery.

We as an industry owe the contract packaging industry a debt of gratitude for their contribution and support to the dramatic growth of flexible packaging in recent years. Consider contract packaging a key part of your company’s strategic sales and market-

The contract packaging resource is becoming a vital asset to both the large multinational and the smaller, more entrepreneurial company.

ing formula to “simplify the transitioning process toward innovative flexible packaging”. ■

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