



Think **inside** the box.™



InSite allows us and our customer partners to creatively think **inside** the box – investigating every point where our containers impact their processes to uncover greater efficiencies and tangible cost savings. From our customers' receiving docks to shipping and throughout the supply chain, InSite takes an innovative look at ways to make us both better. *Because we think inside the box, everyone wins!*

**Customer need:**

Greater eye appeal at the retail level

**InSite Response Team:**

Account Services

Graphics Resource Center

**Thinking inside the box:**

A regional grower/shipper had been using a plain brown bin to deliver their melons to market – it was highly effective for transport, but lacked the “eye appeal” they desired on the retail floor.

A Temple-Inland sales representative from Rome, GA, and the Marketing Manager of the Graphics Resource Center in Indianapolis met with members of the family-run business, and a great visual option immediately presented itself. According to one of the company executives, “Dad’s old truck is sort of our trademark; we use it in the parades downtown and we take it with us to trade shows.” The GRC Marketing Manager took several digital pictures of the truck and forwarded them to the Graphics Resource Center, where a designer composed a 4-color farmland background and placed a stylized version of the truck in the scene, delivering a full load of melons.

With their colorful new bin, the customer found more receptive customers, too. A customer representative noted: “We attribute a lot to this bin...with our original order, we only had half of what we needed.” The new, colorful bulk container also gave the customer the opportunity to move into larger grocery chains that previously had not carried their products.

**Result:**

By thinking inside the box, the Response Team was able to provide the grower/shipper with bright, 4-color bulk bins that helped increase retail sales and were a “hit” with merchants and customers alike, prompting repeat orders due to enthusiasm for the new design.

**Temple-Inland**