

Think **inside** the box.™

Graphics
Pack line analysis
Package design



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:

A box that would catch more eyes at retail.

InSite Response Team:

Account Services
Regional Design Center
Graphics Resource Center
Packaging Systems Group

Thinking inside the box:

Our customer needed a box with more eye appeal. The Response Team saw an opportunity to accomplish that goal – *and* provide them with significant cost savings.

The original 4-color, direct print box was fully die-cut and flat cut with two required passes and included tapered slots. The Design Group saw this as an opportunity to build a more colorful *and* efficient box. Specialists from the Graphics Resource Center were brought in to educate the customer's executives and plant personnel on the advantages of pre-print to overcome concerns about cost and up-front investment in several paper rolls. Their ability to present a strong case for pre-print eliminated the customer's concerns.

Before the first pre-print arrived, the Packaging Systems Group performed a review of their machinery to ensure no problems would arise with the pre-print containers. Through this analysis, it was determined that the extensive die cutting the customer had been performing was unnecessary. The box changed from its original design to a simple RSC and the die cutting was completely eliminated – saving them additional passes and cost.

Result:

By thinking inside the box, the Response Team was able to provide the customer with a more colorful and cost-effective container – and Temple-Inland was able to grow its business with them.

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Customer need:

A machine set-up display tray accessible from two sides for mass retailer.

InSite Response Team:

Package design
Testing Solutions Group
Packaging Systems Group

Thinking inside the box:

The client came to Temple-Inland seeking a solution for its club store packaging. What they needed was a display tray with two-side accessibility, so the containers could be placed directly on the retail floor in center aisle applications.

By thinking inside the box, the Design Group was able to go beyond the original request, working with Testing Solutions to research designs and materials to develop a package with four accessible sides, which also satisfied the demands of another “big-box” major mass retailer. The Packaging Systems group assisted with investigations into available box erection machinery and assisted the customer in final selection of their box equipment.

The new display tray features improved stacking strength and stability for shipping and, by standardizing the tray design, makes it possible for the customer to use the same package for several of its product lines.

Result:

The new 4-side accessible package, designed and enhanced by the Response Team, not only has saved the customer \$500,000 over the previous display trays; its increased stacking strength is a real plus in warehousing and shipping. No wonder this design won a “Best in Class” Club Packs award.

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Customer need:

Reduce costs for competitive reasons; develop an appealing, updated look for its pizza boxes

InSite Response Team:

Package design

Thinking inside the box:

Our customer needed a box that was more cost-effective than the 2-color, 20 percent coverage box they currently used. More importantly, the new container had to have an “updated” look and strong customer appeal in a very competitive market segment.

To give the package an entirely new look while cutting costs, it was recommended that the customer go to a kraft outer liner. Initial market testing confirmed this “natural” look was popular with a sampling of consumers. Taking cost savings and performance one step further, Temple-Inland's designers suggested kraft outer and inner liners; the new design would provide the customer with even more cost savings while eliminating the “stained” look pizza grease left on the white inner surface that they used before.

Two other steps completed the changeover to the new pizza packaging; the enclosed sauce cups were moved to reduce board and new customer-designed graphics were added to the finished box to further enhance eye appeal.

The new pizza box has proven popular with our customer – and with *their* customers. Extensive market research performed after the all-new box was released showed that customers responded even more positively to the new, cleaner design. Through these measures, the customer realized approximately 6 million dollars in cost reduction and, by designing a slightly smaller box, additional savings in freight were also achieved.

Result:

By thinking inside the box, the Response Team was able to provide the customer with a cost-effective pizza box that consumers love. As a result of this innovative approach, for two consecutive years Temple-Inland has been selected for that customer's “Quality Supplier of the Year” award.

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Customer need:

A retail display that allowed hands-on contact with the product and provided detailed information.

InSite Response Team:

Temple-Inland Display and Packaging

Thinking inside the box:

Our customer, an automotive aftermarket products manufacturer, needed an attention-getting, compact display that would allow consumers to handle the product (a replacement rear-view mirror) and view at a glance key product features. The display also needed to hold product brochures that highlighted the manufacturer's entire line.

The Display and Packaging Group responded with a display that allowed the mirror to be rotated by hand up to 90 degrees. High-end graphics on the front and sides of the display attracted attention and provided valuable, purchase-driving information. A built-in brochure holder placed additional educational materials within easy reach.

Thanks to our understanding of the product and its potential

buyers, the new display exceeded our customer's expectations, providing cost-effectiveness and strong, visual appeal. Because the display was a countertop unit, it received high marks from retailers for saving shelf and floor space.

Result:

Temple-Inland Display and Packaging responded to customer needs with an interactive display that gave consumers a chance to adjust an actual mirror, learn more about it through attention-grabbing display graphics and take a product brochure with them from the built-in literature holder. In addition to strong praise from our customer and their retailers, the display received a Gold award from *P.O.P. Times* and an OMA Bronze award.

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Customer need:

Streamlined shipment processes

InSite Response Team:

Temple-Inland e-business group

Thinking inside the box:

A large food processing company was frustrated by a paperwork process that took several inefficient steps to move information from the trailer yard to the receiving department and then to purchasing.

Document management services offered through templeinland.com were able to eliminate the loss of paper documents as they went through the system and reduce the processing time frame dramatically.

Using templeinland.com, the customer can pick up documents online even before the shipments arrive – a process that once took days to travel through inter-office mail. The work is handled more efficiently online and both vendors and customers' needs are satisfied.

Result:

By thinking inside the box, the e-business Response Team was able to move the customer into a fast, painless, paperless solution for their important purchases. More and more of our customers look to templeinland.com for e-business solutions that work!

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Customer need:

Management of package demand

InSite Response Team:

Temple-Inland e-business group

Thinking inside the box:

A major consumer goods company was seeking greater flexibility in managing their packaging needs through the spikes and troughs in their demand cycle.

The Temple-Inland e-business group consulted with the company, then devised a plan to expedite product flow. Packaging orders are placed through the Web in large blocks, then moved to the company warehouse or on to retail locations, depending on need.

Now, a month's worth of packaging can be managed in one step, rather than the several that were previously required, allowing the company to focus on its core business without concern about matching packaging to demand.

Result:

By thinking inside the box, the e-business Response Team was able to improve the flow of packaging materials in a timely fashion.

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Customer need:

A wooden crate that meets strict government/ military standards for overseas shipping.

InSite Response Team:

Account Services
Package Design
Wood Products

Thinking inside the box:

An alert Temple-Inland Account Manager saw an opportunity to move beyond his existing corrugated business – and provide the customer with a much-needed improvement in service. The customer, a manufacturer of camping and outdoor products, had secured a contract to manufacture tents for the military and ship them worldwide. The company was having problems meeting government expectations because of difficulties with their wood crate supplier. They were purchasing their crates from a company in Ohio, and because they were using a common carrier, the customer was forced to receive trailer-load quantities, which presented significant storage problems.

The Account Manager went back to Temple-Inland's Utica plant with specifications for the new wood crate – a product that had to meet stringent guidelines for shipping strength and resistance to insect infestation. He returned to the customer with a custom-designed shipping container that accomplished all of their requirements – and the government's. Best of all, because of their proximity to the customer facility, the Utica plant was able to provide "just in time" delivery of the finished containers. Today, our customer's tents are used by the United States Armed Forces throughout the world...and they arrive at their destination in custom wood crates designed by Temple-Inland.

Result:

By thinking inside the box, the Response Team was able to provide our customer with a highly specialized wood container that met U.S. Government standards for worldwide shipping – and eliminated their storage headaches, as well.

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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.

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