

SML



RETAIL PACKAGE DESIGN INC

ENGINEERING

A NEW GENERATION
OF SOLUTIONS



INTRODUCING SML RETAIL PACKAGE DESIGN, INC.

Speed to market is the critical factor in a new product's success. In many cases packaging design and production slows the launch, costing the retailer money, momentum and market share. At SML Retail Package Design, Inc. we have a better idea.

We're introducing a higher standard in structural box, clamshell and blisterpack design. Our advanced engineering, fresh thinking and innovative team approach let us deliver a full range of services in retail packaging.

Designing the structure is the first step in packaging. SML Retail Package Design, Inc. can help you complete a project from concept to container. Our expertise in global cost estimating, sourcing and printing deliver the commanding—and appealing—shelf presence your merchandise deserves.



OUR SERVICES

- Structural design & engineering
- Branding, graphic design & concept development
- Rapid prototyping
- Corrugated packages, displays, clamshells & blister packs
- Production cost estimating
- Printing, sourcing & production

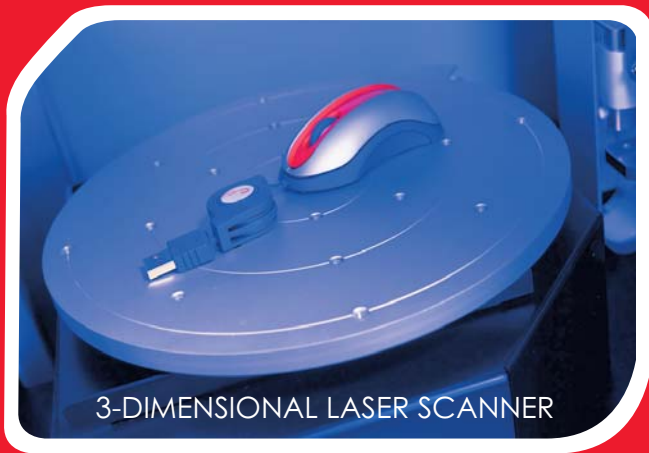


EXPERIENCE

EVERY PROJECT RECEIVES THE FULL
BENEFIT OF OUR EXPERIENCE
AND ENGINEERING EXPERTISE



We know retail. In fact, with over 30 years of hands-on retail packaging experience with the world's most innovative merchandisers, we've walked the walk. This gives us unusual insight into the challenges and the subtleties inherent in retail packaging. This same experience tells us that packaging design must be comprehensive in its scope. Our design methodology factors in issues like substrates, die lines, corrugated displays, structural style guides, sustainability and more. All working in harmony to give the product a persuasive fly-off-the-shelf appeal.



3-DIMENSIONAL LASER SCANNER



FAST PACED

Our engineering applies state-of-the-art equipment and fresh thinking to packaging design and prototyping. We're experts at quickly devising practical designs. In the fast-paced world of retail packaging, quick turnarounds are essential. Our fully automated systems let us deliver solutions—complete with prototypes—in days, not weeks.



WE TAKE PACKAGING FROM CONCEPT TO MOCK-UP IN DAYS, NOT WEEKS

Speed is only part of the solution. Our mold development expertise creates extremely precise prototypes. For the retailer the benefits are clear.

Planograms become more accurate, material specifications become more exact, packaging becomes stronger and container space is optimized. The result—more value extracted per dollar spent on packaging.

GRAPHICS

A STRONGER BRAND FROM A SINGLE PACKAGING SOURCE

Designing compelling retail packaging is more than developing a 3-D rendering of the box. The graphics, printing, materials and branding are all essential to a product's success.

SML Retail Package Design, Inc. offers complete resources for graphic design and branding. From concept development and brand attitude to design and photographic art direction, our creative resources can develop the artwork, electronic files and style guide. This comprehensive approach ensures continuity and consistency across the entire workflow. The result is a stronger brand—and the convenience of dealing with a responsive and knowledgeable single contact.

SOURCING

COMPREHENSIVE GLOBAL CAPABILITIES

Retail package design is not our only strength. We're also skilled at production cost estimates, fulfillment and manufacturing. We possess a depth of experience and resources that is hard to match.

For production cost estimating, our Hong Kong-based global resource team scours the world looking for the best materials, suppliers, printers and prices. We've developed contacts and an extensive database that lets us quickly identify the most efficient and appropriate sources for projects. Among these

sources are some of our own manufacturing facilities. Yet the overriding consideration is always the same—what works best for the client.



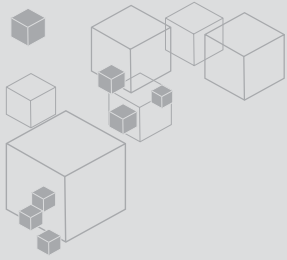
ENGINEERED FOR BEST BUY PRIVATE LABEL SOLUTIONS



YOU DEFINE THE NEED, WE DESIGN THE SOLUTION

For sourcing and fulfillment, we marshal all our resources to ensure optimal quality and compliance with all specifications. Our team understands the challenges of global manufacturing and is adept at working within the culture. The end result—our clients achieve the quality, price and on-time delivery they want.

The services of SML Retail Package Design, Inc. are entirely scalable. We can direct the entire process on your behalf or work in an advisory capacity. Our goal is to find the right solution for you.



HISTORY

Retail Package Design, Inc. is a division of SML, a privately owned group~~ed~~ engaged in manufacturing and marketing labels, tags, boxes and printed packaging. From headquarters in Hong Kong, and with supporting offices in 29 countries, SML has devised cutting-edge solutions for global marketing firms, retailers, manufacturers and leading designers.

Vast global production capabilities and experience enable SML to do the job right—even across multiple geographic, political and cultural surroundings—without shortchanging the environment. Sustainability demands new ways of doing business. We constantly strive to ensure our processes make responsible use of the earth and its resources.

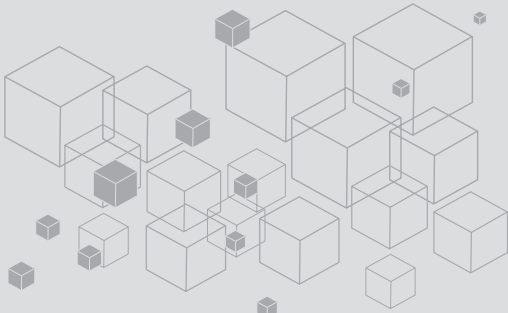
AT YOUR SIDE, MORE THAN TWO DECADES OF RETAIL PACKAGING AND LABELING SOLUTIONS



Building on this tradition of innovation, SML Retail Package Design, Inc. offers a more comprehensive approach to packaging. The results for retailers are both impressive and measurable. Products convey a more compelling shelf presence and boxes better protect the contents.



ENGINEERED FOR BEST BUY PRIVATE LABEL SOLUTIONS



CONTACT

If you want a partner with a deep knowledge and comprehensive approach to packaging, SML Retail Package Design, Inc. is the right resource. Call us.

We'll help you think inside—and outside—the box.



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