

**IMPROVED
FUNCTIONALITY**
& IMPROVED SHELF PRESENCE

CUT FREIGHT COSTS
VIA MATERIAL CONVERSION & STREAMLINED SUPPLY CHAIN

ERGONOMIC
USER-FRIENDLY GRIP & EASY POUR SPOUT

AWARD WINNING
INSTYLE MAGAZINE'S 'MOST WANTED HAIR CARE PRODUCT'

\$10,000,000
IN RETAIL SALES IN FIRST YEAR OF PRODUCTION

**ENCOURAGED
BRAND LOYALTY**
WITH UNIQUE COLLECTORS EDITION TINS



**200%
INCREASE**
IN SALES IN ONE YEAR

**INCREASED
MARGINS**
VIA INTEGRATED GLOBAL SOURCING

NEW TECHNOLOGY
FIRST TO MARKET WITH COMPETITIVE LOOK

**17% SALES INCREASE
OVER PRIOR QUARTER**
WHILE REDUCING OUR PRODUCTION COSTS.

+149%
AHEAD OF PRIOR YEAR

**SAVED OVER
\$1 MILLION**
IN COSTS THE FIRST YEAR

**ENHANCED
USER EXPERIENCE**
& FUNCTIONALITY WHILE CUTTING COSTS

**INCREASED
SALES 24%**
WHILE EMPHASIZING OUR BRAND

The PROMISE and the PROOF...

AT BERLIN PACKAGING

We make a promise to our customers that is unique to the packaging industry: We will increase your net income... *Quantifiably.*

That promise is ingrained in our corporate mission statement, our ISO : 9001 continuous improvement mandates, and the basis for value-added service offerings such as our innovation division Studio One Eleven.

Studio One Eleven delivers world-class design and branding strategy services to increase our client's sales and reduce their packaging costs. We manage the innovation process from consumer insight mining to engineering and production and have captured tens of millions of dollars in net value for our clients in the process.

NEED PROOF?

Last year alone we built over 200 custom container and closure molds. Our team holds dozens of design and innovation patents and has worked on three continents with some of the most respected consumer goods clients in the world, including Procter & Gamble, The Coca-Cola Company, Mary Kay International and Nestlé.

WHAT DOES THIS MEAN TO YOU?

With the business cycle contracting, many of your competitors will be busy bracing for economic winter. Now is a better time than ever to bolster your brands, strengthen your relationship with consumers, and take market share. Berlin Packaging turnkeys the process of designing and commercializing exciting packages that move markets.

EASY FOR US TO SAY?

We should know. We're in the midst of our 19th consecutive record-breaking year and undergoing one of the largest expansions in our 100+ year history.

Given that our success is based upon our clients' success shouldn't you be one of our clients? ■

To learn more about Berlin Packaging: visit us at BerlinPackaging.com or call 1.800.2.BERLIN

To learn more about Berlin's innovation division visit us at studio111design.com or call (312) 822-0111 to speak with our design team.

