CUSTOM RETAIL

Packaging Solutions
Partner with Placon to create custom retail packaging, designed to maximize profit, enhance shelf impact, increase customer satisfaction, and meet your sustainability goals. With our innovative design options, rapid prototyping, and advanced production tooling, our services and vertically integrated processes ensure your business creates distinctive, high-impact, custom packaging solutions.

DESIGN PROCESS

Define & Collaborate
We begin with an assessment of your packaging requirements through meetings and analysis. Next, our engineers create a conceptual package design.

Create Prototypes
Once this design is approved, we develop prototype tooling to test fit, form, and function. From the samples, we analyze and modify your packaging.

Begin Production
When the packaging meets your final approval, we create the production tooling and begin creating your product in our production facility.

Commercialization
Our sales and engineering teams work closely with you to meet your timeline to bring your product to market on time.

SIMPLY SUSTAINABLE
We are leading the way in sustainable plastic packaging solutions by using our own EcoStar® recycled materials. Our sustainable packaging contains up to 100% post-consumer recycled content, composed of recycled PET from curbside-collected and ocean bound bottles and thermoforms, diverting these materials from landfills.

BETTER PRODUCT DIFFERENTIATION
Set your product apart from your competition through our unique and distinguished award-winning designs. Customize your packaging solution to increase shelf impact, functionality, and cost-effectiveness.
THE CHALLENGE

Hypertherm, a designer and manufacturer of advanced cutting equipment and consumables, looked to Placon to redesign its current clamshell packaging for its 220+ consumables. Packaging goals included an improvement in retail shelf appearance, a reduction in overall packaging size and the addition of unique tamper-evident features.

THE SOLUTION

Prior packaging consisted of 6 SKUs, each of which had different overall footprints making stacking across the SKUs difficult. Now with only 4 stackable designs, each package now shares the same overall footprint, varying only in number of cavities within the package and total depth.

A 20% reduction in packaging was handled by relocating the hang-hole while reducing flange size. Placon’s own EcoStar® material allowed us to make an easy transition from Hypertherm’s original PVC to our post-consumer recycled PET.

THERMOFORMING

Since 1966, we have been a thermoforming leader in North America. Working with key food, medical and retail customers to create packaging that enhances your product on shelf and with the end user to give them a better overall experience.

- Low-cost Tooling
- Inexpensive Prototyping
- Greater Impact Strength
- Greater Crack Resistance
- Easily Modified Custom Designs

Thermoforming is the process that involves heating a flat sheet of plastic until it is soft enough to mold. Once it reaches the correct temperature, the sheet advances to the form section. After the sheet is formed, it is then pulled into the mold with a vacuum. The plastic hardens and forms the desired part, which is then trimmed and inspected for quality.

SERVICE

To make sure that your product stands out from the rest, our packaging sales experts are ready to answer any questions to help you with your packaging needs. Call 800-541-1535 to speak to a packaging expert about your project today.

QUALITY

We adhere to the highest safety and quality standards and maintain ISO 9001 certification.

It is the responsibility of our customers to determine the fitness for use of our packaging for their products, process, and the end consumer.