

Custom Retail Packaging Solutions

Placon's custom retail packaging is designed to maximize profit with packaging that enhances shelf impact, increases end customer satisfaction and meets sustainability initiatives. With our innovative design options, rapid prototyping, and advanced production tooling, our services and vertically integrated process can help your business create distinctive, high-impact, custom packaging solutions.

CORE CAPABILITIES

Design

- High-quality packaging design with internal tool design & build

Prototyping

- Rapid prototyping for quicker speed to market

Thermoforming Solutions

- In-house extrusion and packaging production

Quality

- ISO 9001 and GMP (Good Manufacturing Practices) compliant with rigorous quality control procedures

Materials

- Sustainable packaging contains up to 100% post-consumer recycled content

Service

- Customer-focused sales team and engineering expertise

VISIT OUR DESIGN CENTER OF EXCELLENCE

An innovative space with state-of-the-art technology, interactivity and 3-D printers, constructed to inspire collaboration for creating packaging that simply works better.

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 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.

BETTER COLLABORATION

Working side-by-side with our customers, we are packaging engineers who deliver breakthroughs.



Custom Retail Design Process

Hypertherm

CASE STUDY



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. Transitioning from PVC to post-consumer recycled and 100% recyclable PET was easy using Placon's own EcoStar® material, extruded with a minimum of 50% and up to 85%, post-consumer material from recycled bottles and thermoforms.



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 move to developing prototype tooling which we use to create sample packaging. 3-D molds test fit, form and function. Together, we analyze and modify. The prototype packaging is then presented for your approval.



BEGIN PRODUCTION

When the packaging meets your final approval, we create the production tooling and, when you are ready, begin creating your product in our production facility.



COMMERCIALIZATION

Our sales and engineering teams work closely with you to understand your time constraints and do everything possible to meet or exceed your expectations in getting your product to market.

