



Case Study - Rehrig Pacific Company

What is Branding?

By definition, branding is the marketing practice of creating a name, symbol or design that identifies and differentiates your product from other products.

Your brand is who your company is, but also who your company wants to be.

The foundation of all your packaging, website, or promotional materials should communicate clearly your logo / brand.

You must maintain your brand on your assets and build your brand equity within certain quality constraints, and continue consistent branding accross all company materials to lead to a strong brand equity that allows you to charge more than what a unbranded product would.

Keeping a consistent branding strategy allows your company to form a percieved emotional attachment and a reinforced notice of quality and value of your products.

Rehrig Pacific Company uses Polyfuzer Graphics™ from Polyfuzer Graphics™ Corporation

Background:

“Rehrig Pacific continually seeks to optimize value creation for PepsiCo with solutions that enhance the customer experience, improve sustainability and eliminate unnecessary costs. The new 5th Generation Retail Ready Merchandiser is better than the previous generation of reusable beverage packaging in 4 significant ways. It enhances brand awareness, improves asset retention, lowers costs, and advances sustainability initiatives.



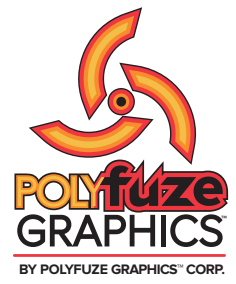
Designed to build Pepsi's brand equity, enhance the shopper experience and promote combination sales, this reusable crate is manufactured in Pepsi blue with a new proprietary two-color Pepsi logo. Each merchandiser is also printed with a new multi-color anti-theft logo to aid in deterrence. This logo explains that the crate is a marked and traceable asset.”

- Excerpts from Rehrig Pacific Company's website:

http://www.rehrigpacific.com/files/rehrig_visualattentionwhitepaper.pdf

<http://www.rehrigpacific.com/files/downloads/rehrig-assetloss-whitepaper.pdf>

<http://www.rehrigpacific.com/products/supply-chain/crates-and-containers/beverage-crates/2l-merchandiser>



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The Challenge:

Polyfuzer Graphics™ Corp. sought to provide Rehrig Pacific Company with a multi-color and fine line detailed graphic that stood out as a unique and permanent design with on message, brand retaining features that could lift brand awareness, increase purchase intent, as well as help asset management, tracking and retention. The reusable packaging industry has also seen an enormous loss of packaging due to theft or untrackable assets. Polyfuzer also sought to help reduce these numbers for Rehrig with its durable and permanent graphic technology that would include QR coding into it's branding system.



The Solution:

Polyfuzer Graphics™ Corp. offered Rehrig Pacific Company a decorating solution with Polyfuzer Graphics™ that would allow for a noticeable, durable, and multi-colored design that delivered an onboard message which also included data and asset management via embedded polyethylene

fused graphics. The decoration method was an easily incorporated process into a standard hot stamp machinery setup, this allowed for a quick product-to-instore timing and workflow.

Results:

According to the *Brand Awareness White Paper* conducted by Rehrig Pacific Company and Clemson University, testing participants were asked to write down their preferred soft drinks after entering a shopping area that was set up with areas of reusable crates. These crates were unbranded and also displayed with reusable crates that contained secondary branding. The conclusion based on visual attention data that was recorded, resulted in the conclusion that the product incorporating a unique secondary packaging with on message coloring and graphics would lift brand awareness and increase purchase intent. Also, according to the *Reducing Loss of Reusable Packaging White Paper* conducted by Rehrig Pacific Company, tracking and data management that was built into the actual branding on their reusable crates, allowed the company to obtain real data regarding the real turn of their assets and allowed for a better turn rate.

“...It enhances brand awareness, improves asset retention, lowers costs, and advances sustainability initiatives.”

Rehrig Pacific Company



Case Study - Otto Environmental Systems

Did You Know?

Polyethylene, polypropylene and other olefin resins are economical, tough and resistant to harsh chemicals and environmental elements which makes them an attractive plastic for use by engineers and plastic processors.

Polyethylene, polypropylene and other olefins have an inherent resistance to traditional decorating methods.

Phil Dodge, former employee of Equistar Chemicals explained why.

"Polyethylene, by its nature, does not lend itself to any method of paint adhesion. The polyethylene material is non-porous, it is resistant to attack by solvents useful in paint formulation, and it has a non-polar chemical structure."

Otto Environmental Systems North America Inc. uses Polyfuze Graphics™ from Polyfuze Graphics™ Corporation

Background:

Otto Environmental Systems North America, Inc. is a leading waste and recycling container manufacturer that provides a full-circle approach to the management of container activity in the solid waste and recycling industry. Otto serves communities with injection molded, sustainable cart and bin solutions through both private and municipally based collection systems. These systems contain all waste streams including trash, recycling, yard waste, document security, etc. Otto is committed to the continual improvement of its manufacturing processes and technology development.

The Challenge:

Otto's customers value their branding, which proudly identifies their containers displayed at the curb of each resident's house or inside the offices of commercial buildings. Whether it is a city emblem or private company logo, Otto wants to offer its customers the highest quality graphics display available. In addition, the graphics on the side of these waste and recycling carts need to be extremely durable due to the aggressive weather conditions in which the carts are exposed to. Otto needed a graphic that would stand up to not only the weather but also chemical solvents from washing, and physical interaction from manual and automated collection trucks. Unlike stickers, they sought a graphic that won't crack, curl, pull up, deteriorate, fade or fall off, and unlike hot stamps, Otto wanted to eliminate the constraints of a single color foil graphic.





Case Study - Otto Environmental Systems

The Solution:

The Polyfuzer Graphic offered Otto permanent multi-colored polymer-based graphics. Otto retrofitted their existing hot stamp machines with the technology requirements to apply Polyfuzer Graphics™. Through a combination of heat, pressure, and dwell time, the full color polymer-based graphic is literally fused into the plastic cart, becoming part of the cart itself. Otto's ColorFUSE™ cart branding technology, which utilizes Polyfuzer Graphics, allows multi-colored branding for cart bases/lids. Polyfuzer Graphics also offer Otto sharp, crisp fine line detailing. Otto's customers can choose any number of colors and design a full color polymer-based graphic that accurately displays, their branding, in a high quality format, with the most durable graphic available.

"Polyfuzer Graphics™ Corporation has proven to be an invaluable business partner when it comes to decorating Otto containers. The Polyfuzer graphic meets or exceeds the durability standards, appearance requirements, and UV tests of the plastics industry. As importantly, as a customer, the folks at Polyfuzer Graphics™ Corp. consistently provide support above and beyond our expectations, helping us with issues and

working with our staff to train on the Polyfuzer graphic process. It is exciting to be able to offer our customers multi-colored graphics and the ability to stand out in a white foil world!"

*-Kathy Tudor,
Graphics Designer, Otto Environmental
Systems North America, Inc.*

Results:

Recently introduced by Otto, ColorFUSE cart branding (utilizing the Polyfuzer Graphic) revolutionizes cart decorating! Customer reactions have been extremely positive. Throughout the history of the plastics industry, manufacturers have been trying to permanently decorate polyethylene/polypropylene. Because the polymer-based graphic and the plastic cart become one during the application process, the graphic has the same characteristics as the base material. This results in unsurpassed durability and minimum color fade. The graphic cannot be scratched off, peeled off, or chemically removed; it is essentially tattooed or fused into the plastic. Polyfuzer Graphics™ Corp. continues to provide Otto with creative ideas on applications and the successful implementation of full color polymer-based graphics.

“...The Polyfuzer Graphic meets or exceeds the durability standards, appearance requirements, and UV tests of the plastics industry...”

Kathy Tudor, Graphics Designer, Otto Environmental Systems North America, Inc.