

Simple Solutions

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Quarterly updates from the Navitor Presentation Products Team | February 2013



Information in a flash...

How many people will hand out a USB drive without a nice branded presentation piece? Have you received a USB drive inside a folder along with sales sheets or other collateral? How was that USB drive handed off to you? We have a solution to present your collateral in a professional manner. The **Flash Drive Folder** has a sleek pouch like pocket that snugly holds a USB drive. With all the new technology resources in the market place today, what better way to present a catalog, registration information or spreadsheets than on a USB drive? The standard pocket is usable for placing a meeting agenda or other information not on the USB drive.



Recycling

Paperboard packaging is being collected for recycling in more than 60 percent of all communities in the U.S. Therefore, companies that package a product in paperboard can now legitimately claim that their package is composed of recycled paper. With this new development, there is a royalty-free logo for use on paperboard packaging to indicate that paperboard can, and should be recycled.

For details on the use of the free logo, visit www.ppcnet.org/recyclable

Packaging Trends

There is an increased use of specialty coatings, such as soft touch veneers, silky textures and combinations of gloss and matte coatings.

More packaging is being printed digitally to more efficiently complete short-run orders.

There is an increased emphasis on eco friendly materials and sustainable manufacturing practices.

Folding cartons are forecast to grow at a .5 percent average pace until 2016.

Pharmaceutical industry will off the greatest opportunity for folding carton growth in the next 5 years, followed by dry and frozen food, food service/carry-out, and beverage industry.



The confectionery and perfume markets expect to maintain the high-end look.

For more interesting information regarding trends, go to www.stmediagroup.com, Publications, Package Design.



Hold that Post -It® Note

Make your company name stand out with customized Post-it® Note Cubes. Custom printed Post-it® Note will go a long way to promote your business name and logo. We offer Post-it® Note cubes that can be personalized with your logo, message or a promotion.

Choose from 2 colors, White or Canary Yellow, to enhance your brand. With low minimum quantities (2 cubes) and quick turnaround time (3 working days), Post-it® Note cubes are a sensible choice, and don't worry about your customer losing all the valuable information printed on the Post-it® when they are gone. We have a solution for that as well with our custom printed cube holders. The Post-it® Note cube along with the holder is perfect to keeping your message handy on any desk, counter or work space.

Other styles and sizes of Post-it® Notes available. Call for further information.

Did you know...

F2 and B2 style folders are our best sellers. 80% of the folders we produce are either an F2 or B2 style folder.

That you can choose any PMS ink color for any of our Presentation Packaging whether it be standard or custom styles at no charge.

We offer over 70 standard stocks for folder products, along with our NEW Premium and Elite stocks.

Recent Blog Posts:

CoCo and Navitor Launch Design Works™ Studio

Raise the Bar on Your Print Designs With Thermography

Book Review: Creative Stuff

The History of Navitor

Customize Your Business With Signs

Spot Color Presentation Folders now available on Navitor.com