

# Packaging Solutions

*Showcasing the scope and flexibility of today's corrugated capabilities.*

## Smurfit-MBI's "Basic Corrugated" Seminars

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### ***Objective:***

Originally developed to help buyers make better decisions when procuring corrugated packaging material, Smurfit-MBI's Basic Corrugated Seminars have become increasingly popular for people in every area of management... wherever improved awareness of the latest advances in packaging and printing technologies can prove beneficial.



### ***Place and Time:***

Seminars are held at Smurfit-MBI facilities across Canada. The half-day (morning) session is conducted by Bill Robinson, Smurfit-MBI's director of Marketing. It concludes with an optional plant tour, following a light lunch.

### ***Seminar Content and Scope:***

#### **Unit I: "Basic Corrugated" (2 hours)**

Seminars open with a brief historical overview of paper packaging and the emergence of the corrugated industry. Topics covered include the nature of corrugated materials, paper types and grades, and the significance of flute sizes and configurations.

Performance characteristics of specific corrugating machines and printing presses include relative advantages of flat-bed vs. rotary die-cutters, and the various processes employed in corrugated packaging production.

Bottom-line cost is a key consideration for every customer. From basic brown boxes to structurally intricate display containers featuring the most advanced and complex full-colour graphics, this segment addresses the range of factors that can affect the Price vs. Performance equation.



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### Unit II: "Distribution Packaging" (1 hour)

Eliminating packaging failure is a fundamental goal shared by purchasers, manufacturers and end-users alike. This segment demonstrates proven and practical solutions where corrugated packaging has "saved the day" in a number of diverse product protection situations.

Acknowledging the old adage that "an ounce of prevention is worth a pound of cure", we focus on three key factors contributing to packaging failures: package design, the effects of environmental factors and poor palletizing practices. Each problem area is shown to be preventable, if recognized, understood and properly addressed.

"Design Choices for Distribution" demonstrates how corrugated packaging materials can be combined with breakthrough design and sound structural engineering to deliver superior performance. Seminar attendees receive an update on the latest regulations governing corrugated packaging.

### Plant tours wrap-up each seminar

Participants may choose to join an hour-long, highly informative tour of the Smurfit-MBI plant hosting the seminar. This is not "just another boring walkabout". Tours are conducted by knowledgeable production people who understand machine capabilities and can field the often-challenging technical questions posed by our guests.

### Your invitation to participate

For further information about Smurfit-MBI technical seminars, or to register for a forthcoming Basic Corrugated Seminar in your area, please contact:

### Unit III: "Marketing Today" (45 minutes)

The seminar's concluding segment looks at emerging trends in the retail marketplace, and the unique role of corrugated packaging and p.o.p. display units. "Graphics and Retail Marketing" shows how exceptional packages attract new customers and generate incremental sales. Cutting-edge corrugated employs dynamic graphics created by the latest advances in digital design, platemaking and printing technologies. The result: more "bang for the buck" at point of sale.

Computerized package design has moved far beyond CAD/CAM; and the seminar concludes with demonstrations of Smurfit-MBI's industry-leading advances in Computer Assisted Package Evaluation (CAPE). Attendees see how CAPE software analyzes every mathematical permutation to combine an ideal package shape with optimum container size and palletization pattern. The result: Smurfit-MBI customers enjoy improved assembly, filling and shipping performance, along with marketing cost advantages.



*For additional information contact:*

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