

November 2005

## FULL ROTATION

The all-new *Rotating Interactive Packaging* from **AVC Corporation** is designed to enable full, 360-degree

rotation of consumer product packaging to showcase the packaged product via a see-through, three-dimensional, rotating



capsule centered within a two-dimensional plastic frame that houses the graphic insert card. Spinning within its own panoramic globe of clear plastic to reveal all of the product's attributes to the prospective buyer, this multi-dimensional retail package design is a breakthrough advance over routine custom packaging that only shows the front and back of a product—providing a significant marketing edge to manufacturers seeking to differentiate their product from the competition right at the point-of-purchase. Secured within a two-dimensional plastic frame that holds the graphic insert card, the free-moving center revolves around two plastic half-axes—allowing consumers to inspect a broad range of products, including cosmetics, pharmaceuticals, candy, jewelry, watches, toys, batteries, small hardware products, and consumer electronics.

**AVC Corporation**

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