

## Package turns, turns, turns

*A new spin on the "wow" factor in packaging is intended to make heads turn at the point of purchase.*

Rick Lingle, Technical and RFID Editor

Making a product stand out on shelves has long been one of the hallmarks of effective packaging. A new way to raise shelf impact uses innovative, patent-pending packaging that permits consumers to take a product for a spin.



The patent-pending Rotating Interactive Custom Packaging was introduced in October by AVC Corp., Torrance, CA, a contract packager of thermoformed packaging.

It comprises a clamshell or thermoformed package containing the product that is suspended via axles within a frame of an outer clamshell or thermoform package. The axles permit consumers to spin the package to inspect the product on all sides. It can be designed to turn in a horizontal or vertical format.

Can't consumers simply rotate a conventional package?

If it's a blister pack with a card backing or a clamshell with a graphics insert, that prevents consumers from seeing the back of a product, says AVC president Moshe Begim, who developed the concept. Plus there's the "wow" factor the concept provides to distinguish a product from the competition.

### Turns up consumer purchases

"Customer interaction increases the chances of purchase," Begim says.

Radio-frequency sealing ensures the package remains secured. That was one of the major challenges during the four months of package research and development, according to Begim. To ensure that the spinning portion is not separated and removed from the rest of the package, AVC's security measures include using 20- to 30-ga sheet rather than standard 15-ga sheet for thermoforming.

Begim says the packaging can be made of either two clamshells or four thermoforms or a combination thereof of any size or shape. It can be made of "any RF sealable thermoform material" that is typically either polyvinyl chloride or PETG, a polyester copolymer, he adds. Prototype samples AVC has developed are about 5" in dia. If a company wanted a package for a medallion, AVC could produce a 2"x2" package. He says they can thermoform a package up to about 32" long. A printed insert added to the outer pack completes the packaging.

Begim tells Packaging Insights that this added spin on packaging adds costs of 30 to 35 cents per unit to conventional packages, and that includes materials and production costs.

### **Calling on cell-phone companies**

Begim believes the concept is ideal for products with three-dimensional attributes that are key selling points, such as ultra-thin electronic devices. Although other potential segments are cosmetics, pharmaceuticals, watches, jewelry, and toys, AVC is targeting the prepaid cell-phone market that includes marketers such as Virgin and Tracfone. AVC had packaged the first two million units for Virgin's launch into the prepaid cell phone market, and Begim feels these products are a prime opportunity for AVC's spin package.

"There are five companies in this segment, and all their product packaging looks the same," Begim explains.

Whether for cell phones or other products, Begim anticipates a Rotating Interactive Custom Packaging market introduction by the end of February.

### **Suppliers:**



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