

## WHAT'S NEW & EXCITING FOR FALL '2006

### Leading the Way in

### Innovative Environmental Packaging Solutions

With environmental consumerism at an all-time high, retail and club stores are responding by re-examining packaging materials, concepts, and processes. The trend of yesterday was to double and triple package items for security purposes without taking into consideration the overall impact on the environment. Responding to consumers' heightened awareness of the benefits of a clean environment, growing concern over rising pollution rates, and the use of potentially hazardous packaging materials, major retailers are changing their thought patterns to become more ecologically sensitive. This sentiment will likely catch on as product and packaging manufacturers find themselves altering packaging practices to conform to retailer demands.

The next few years will bring many changes in packaging, and AVC Corp., an industry leader in environmental packaging solutions, already has the answers.

The Torrance, Calif.-based custom packaging and media replication company continues to stay several steps ahead of legislation and retailer mandates.

AVC has long recognized the need to move to greener packaging materials and processes while maintaining a cost-effective system. AVC recognizes that going green will not only help the planet for future generations, but can also help companies polish their corporate image and boost profits.

Read all about three of AVC's patented and patent-pending packaging solutions.



### Environmental Rigid Blister (ERB)

Widely accepted by large retail and club stores, AVC's ERB can be customized to package any product in any shape or size.

Made from a combination of blister board, corrugated and recyclable plastic, the ERB is environmentally friendly because it reduces the amount of plastic used and is made with recyclable plastic. The ERB is also cost-effective as it cuts down on plastic, eliminates the need for a paper insert, and is significantly lighter in weight, which saves money on transportation costs.

This attractive cutting-edge package design also features limitless opportunities for creative design and marketing with the ERB – the blister board can be made in any size, shape, and color.

In addition to being cost-effective and environmentally friendly, AVC's ERB is also theft-resistant and safe for the purchaser. Consumers can say goodbye to painful plastic cuts as the ERB is easy to open and does not require any cutting of the thermo-formed plastic.

### Environmental Packaging Solution (EPS)

Made from die-cut corrugated and die-cut recyclable thermo-formed plastic, the EPS is designed so that the corrugated interlocks with the plastic in the packaging process without using sealing equipment. This innovative packaging concept, which eliminates cross contamination of plastic and paper, makes it easy for the consumer and/or recycling plant to separate the plastic from the corrugated.



## Reusable Retail Package (RRP)

*A totally new, reusable retail package design that looks like a book and acts as a permanent storage device for multi-component products portends to add value for product manufacturers and retailers, while being good for the environment because the customer hangs onto this retail packaging and reuses it indefinitely – saving it from the waste stream.*



*This patented book-style reusable retail packaging achieves its purpose with two sections joined by a spine and folded into a book or album-like structure. Since this outside cover is formed by transparent plastic, windows can be built into it so that the products within can be clearly displayed for easy examination by a prospective purchaser, just like traditional vacuum-formed clamshell packaging or blister packaging. Ample advertising space is available on the exterior and interior surfaces on a layer of printed matter.*

*This type of packaging appears especially apropos to products that have multiple components needing to be kept together, such as compact disks, books, audiotape cassettes, digital photo disks, pen and pencil sets, etc., or products that have manuals or other literature that will be needed to refer to at a later date. This custom packaging goes one step further in terms of convenience, as it can incorporate extra storage space for other similarly sized items.*

*Since the book is securely sealed with tamper-resistant tape that can't be removed by a prying fingernail, this custom packaging shares the security of typical blister packaging, clamshell packaging or thermoforming packaging. It only takes a quick slice with a knife to open, and can be re-closed repeatedly to house the contents.*

## Polypropylene Reusable Retail Package (PP-RRP)



*Improving upon the existing RRP design, AVC has developed a new patented RRP, the PP-RRP, made from clear Injection Molded Polypropylene with soft PP-printed overlay, which is sealed directly onto the package. It can also be made using direct heat transfer printing technology. This process of printing directly onto the package eliminates the need for a printed insert and also eliminates the environmental problem of cross-contamination between paper and plastic.*

*The PP-RRP has an integrated locking mechanism to secure the package and eliminate the need for the current security tape.*

*Like the RRP, the PP-RRP can be made in any size or shape and customized for any product.*



*With more than 50 years of experience in the retail custom packaging industry, AVC Corp. designs packages with the consumer, retailer and environment in mind.*

*For more information, visit [www.avccorp.com](http://www.avccorp.com) or call Guy Marom at (310) 533-5811, ext. 112.*