

WEBINAR COMPANION

# SELLING VALUE-ADDED

## Key Takeaways

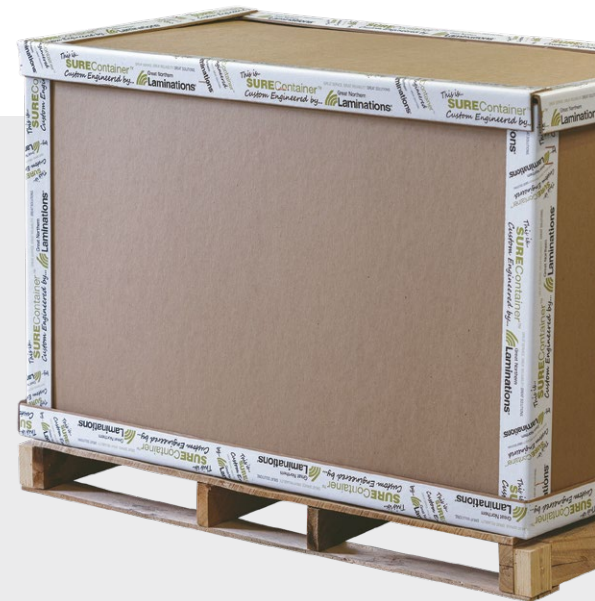
- ✓ Customers want Distributor Sales reps to listen and understand their needs
- ✓ Ask open-ended questions to help the customer feel the pain of the current pack
- ✓ By selling custom engineered solutions, you will be viewed as a packaging expert and lock out the competition
- ✓ Engage your Laminations Account Manager and Packaging Engineers
- ✓ Ask for their order and earn more

Asking open-ended questions gets your customer to talk about the packaging problem.

Ask questions such as:

STARTERS

- » Tell me about ...?
- » Why do you think ...?
- » How did you ...?
- » I wonder if ...?
- » What else can you do with ...?
- » What would happen if ...?
- » How might you use ...?
- » What happened when ...?



To learn more, contact your local Laminations Account Manager today!

Discovery questions are designed to uncover the true cost of the current solution. It is important to avoid suggesting solutions in this stage. Instead, your questions will uncover the customer's pain points and motivate them to want to make a change.

Ask questions such as:

- |   |  |
|---|--|
| PACKAGING PROCESS   | » What do you like about your current packaging? What do you not like?                     |
|   | » What is your current process for packaging and shipping?                                 |
|   | » How long does it take to package your product?   |
|   | » What is your current cost to package one unit?   |
|   | » What sort of difficulties are you currently having?                                      |
|   | » Do you have any safety concerns with your current packaging?                             |
|   | » How do issues with your packaging effect customers, shipping, accounting and your brand? |
|   | » How much time is dedicated to dealing with returns & replacement parts?                  |
|   | » What is the cost you incur when a unit is returned?                                      |
|   | » How is your product shipped?   |
| DAMAGE  | » Does the weight of the unit factor into the cost of shipping?                            |
|   | » At which point in the shipping process is the damage occurring?                          |
|   | » What are your current damage rates?  |
|   | » Have you ever lost a customer due to damaged product?                                    |
| COMMITMENT TO CHANGE  | » What options have you considered/tried to date?  |
|   | » How high would you like to stack an item in a warehouse? In transit?                     |
|   | » How important is brand recognition to your company?                                      |
|   | » If we could eliminate damage in transit, how would that help your company?               |
|   | » Ideally, how would your packaging enable you to meet your business objectives?           |
| » If there was a faster, stronger and less expensive option, would you make a change? |  |

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## VALUE-ADDED PRODUCT SOLUTIONS

### PF PalletTop®

- ✓ Stabilize and unitize pallet loads
- ✓ Custom fit to the application
- ✓ Available in several leg lengths and calipers
- ✓ Ideal for manufacturing and industrial applications



PF PalletTop®

### QuikStik®

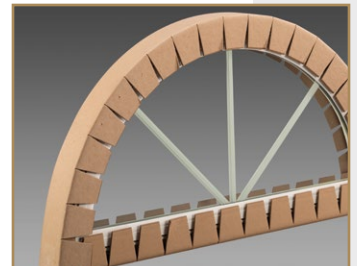
- ✓ Pressure sensitive adhesive
- ✓ Use on interior or exterior of package
- ✓ Ideal for use with stretch wrap or banding
- ✓ Perfect for E-Commerce applications



QuikStik®

### FlexBoard®

- ✓ Flexible to protect curved, round or irregularly shaped products
- ✓ Notched every 3 inches for flexibility
- ✓ Ideal for coiled or spooled materials, rounded furniture or windows



FlexBoard®

### Mega VBoard®

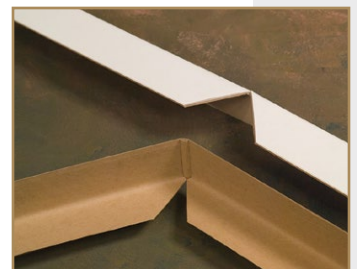
- ✓ Large surface area protection
- ✓ Up to 9 inches x 9 inches
- ✓ Can be used together for 3-sided protection
- ✓ Customized off-set leg lengths available
- ✓ Perfect for windows, doors, garage doors and irregularly shaped items



Mega VBoard®

### NotchBoard®

- ✓ Precise die-cut notches for 90-degree corner protection
- ✓ Ships and stores unfolded for freight savings and storage efficiency
- ✓ Perfect for corner protection on windows, furniture, doors and E-commerce



NotchBoard®

## VALUE-ADDED PRODUCT SOLUTIONS

### UChannel®

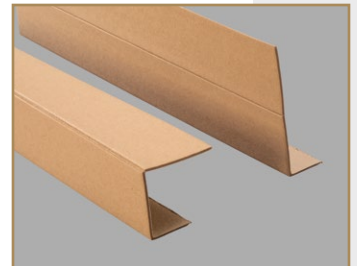
- ✓ 3-sided Edge Protection
- ✓ A wide variety of widths and leg lengths available
- ✓ Ideal for the window and door market



UChannel®

### VChannel®

- ✓ Converts into 3-sided Edge Protection. Simply fold along the score and it is ready for use
- ✓ Ships flat and easily stack one on top of another to optimize freight savings
- ✓ Use warehouse space efficiently



VChannel®

### JChannel®

- ✓ Offset leg sizes
- ✓ 3-sided Edge Protection
- ✓ Can cover larger surface areas
- ✓ Uses less paper
- ✓ Best for applications that do not require heavy beam strength



JChannel®

### PerfBoard®

- ✓ Create the ideal-height edge protection in a snap at perforated sections
- ✓ Variable perforated lengths available
- ✓ Designed for use with automated pallet assembly systems or by hand
- ✓ Great for reducing edge protection SKU's



PerfBoard®

To learn more, contact your local Laminations Account Manager today!

## VALUE-ADDED PRODUCT SOLUTIONS

### UCrate®

- ✓ 3-sided Edge Protection—sides are equal
- ✓ Great replacement for wood crates
- ✓ Works best in applications with heavy, long objects
- ✓ Window blinds and rods, tubing, metal rods and extrusions, and fragile instruments.



UCrate®

### SURECrate®

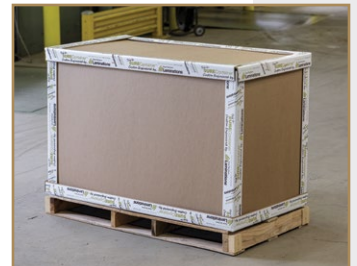
- ✓ Ideal for wood crate replacement
- ✓ Light weight = less freight
- ✓ 100% recyclable = easy to disposal
- ✓ Perfect for recreational vehicles, generators and machine components



SURECrate®

### SUREContainer®

- ✓ Alternative to wood, bulk and Gaylord containers
- ✓ Ergonomically safe
- ✓ Can be built around products
- ✓ Ideal for industrial products



SUREContainer®

### Polywoven Air Bags

- ✓ Moisture resistant, strong, high-quality material
- ✓ Ideal for lateral void fill and for intermodal or truck shipments
- ✓ Battery-powered inflation tool allows inflation to happen anywhere
- ✓ 100% recyclable



Polywoven Air Bags

## AMAZON FRUSTRATION-FREE PACKAGING

Our expert team will prototype and test your Laminations solution for accuracy and protection. As an APASS member, we're trained to support Amazon's Frustration-Free Packaging standards and can test package integrity in our ISTA-certified laboratory.

