

## Carded Club Store Packaging

Carded Club Store Packaging is a more sustainable packaging solution from Alloyd Brands. This package style is designed to meet the rigors of merchandising and distribution for club stores, while building your branded product. This package attracts attention to the product with a custom designed blister, and drives the branding message with large graphic areas for high shelf appeal; all while reducing the impact on the environment.

Alloyd Brands Carded Club Store Packaging enables you to utilize your existing automated Alloyd Brands heat seal machinery giving you a complete and total low cost solution. The plastic blister is custom designed for your product to maximize shelf appeal, yet minimize the plastic used. To finish the package the front card and blister are sealed to the back card to increase tamper resistance.

### Standard configurations available:

- Front Card Option 1: 14pt SBS blister card laminated to E-flute
  - For higher end graphic and standard stack strength.  
Typical market applications would include cosmetics, personal care, pharmaceutical and nutraceuticals
- Front Card Option 2: 14pt SBS blister card laminated to B-flute
  - For standard graphics and higher weight products.  
Typical market applications would include hardware, office, stationary, housewares and appliances
- Back Card Option 1: 20pt SBS blister card
  - Standard back card that is most economical and matches well with all front options
- Back Card Option 2: 14pt SBS blister card laminated to E-flute
  - For higher end graphic and higher stack strength
- Back Card Option 3: 14pt SBS blister card laminated to B-flute
  - For standard graphics and highest stack strength
- Blister configuration is custom designed and available in a variety of materials and gauges including PET, RPET, PLA and PVC



NEW Carded Club Store Packaging

### Sustainable Features of this package style include:

- Uses up to 80% less plastic material
- Corrugate / Card is fully recyclable
- Available in recycled content materials
- Available in Forest Stewardship Council (FSC) materials
- Provides material and processing cost savings
- Runs on existing Alloyd Brands machinery
- Large graphic area helps sell product
- Tamper-resistant yet easier to open
- Standardized club pallet display sizes
- 4 color combination card runs available
  - 7 color custom card runs also available



**Alloyd Brands**

PRODUCT  
NEWS BULLETIN



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