



HANDLED WITH CARE

Each and every product's journey deserves highly customized, protective packaging worthy of its brand. It takes an expert with unmatched resources and experience to address your priorities related to both cost-effectiveness and customer appeal.

RRD delivers...

- 150 years of industry leadership
- 3 major geographies worldwide for production operations
- 1 massive network of global supplier partners
- Infinite possibilities for your product's end-to-end packaging

PACKAGING SOLUTIONS

**ONE SOURCE.
PROVEN EXPERIENCE.
END-TO-END EXECUTION.**

PACKAGING SOLUTIONS

One source. Proven experience.
End-to-end execution.

Packaging is often the first experience customers have with your brand on their path to purchasing. Our team of industry experts works with you to develop high-impact packaging designs that:



PROTECT

your product throughout its entire life cycle and consumer use life stages



INVITE

consumers through compelling design to make your product stand out



CONNECT

consumers with your brand through powerful messaging and interactivity

Packaging design and production should deliver brand consistency and product integrity on every shelf and channel where you do business. Companies around the world rely on RRD to produce compelling packaging using our industry-leading solutions, advanced technologies, and refined workflows to achieve their branding and business goals.

72%
of consumers agree
that packaging
design can influence
their purchasing
decision.

- IPSOS

END-TO-END SERVICES

Crafting functional packaging that enriches the customer experience requires expansive material applications and cutting-edge technologies. RRD has the ability to design and manufacture an array of packaging solutions, from basic carton structures to the most complex designs. Coupled with our award-winning printing and embellishments, we have the ability to support almost any application.



Structural Design



Graphics



Manufacturing



Supply Chain Management



Paperboard Packaging & Rigid Boxes

- Folding cartons
- Displays and trays
- Blister cards
- Premium packaging
- Slipcases and sleeves
- Subscription and brand boxes



Enhancements & Features

- UV and decorative coatings
- Embossing/debossing
- Foil stamping
- Specialty substrates
- Film lamination
- Connected packaging

LET RRD BE YOUR COMPETITIVE ADVANTAGE



Short run, quick turn options

- Enhances speed-to-market
- Personalization and customization



Specialty corrugated solutions

- POS and club displays
- E-commerce and subscription boxes
- Litho laminate or direct print



Unmatched agility and scalability

- Regional
- National
- International

DESIGN & DEVELOPMENT

Our creative team has deep experience in structural and graphic design, material and decorative exploration, and prototype development. Understanding how a product should perform in key areas enables us to deliver designs that meet the needs of the consumer.

Product

Treating every aspect of the package as a component of the product

Brand

Understanding the functionality of packaging as a seamless extension of the brand

Environment

Ensuring all applicable sustainability and social responsibility requirements are met

Cost

Optimizing cost efficiencies to maximize return on investment

Manufacturing

Addressing material availability, regulations, and distribution complexities



From creative brief and rough sketches to 3D renderings and critical prototypes, our initial structural concepts, materials/graphic explorations, and cost analysis lead to final concepts designed for efficient manufacturing.



3D renderings across good, better, and best formats for product development



In-house pre-production prototyping



RRD's unmatched talent achieves consistent branding across all packaging formats and beyond. Our best-in-class creative design services include:



Print

flat, folded, dimensional, signage, and displays



Direct mail

personalized envelope kits, self-mailers, postcards, and package



Email

scalable, fluid, responsive, and hybrid



Digital

websites, banner ads, social, search, native, and retargeting



Advanced Technologies

RFID, NFC, and augmented reality

PRODUCT READINESS: ASSEMBLY, FULFILLMENT & WAREHOUSING

Bringing products to shelves at maximum velocity requires end-to-end services with cost-effective processes.

Testing

Executing thorough transit, temperature, and in-laboratory package scrutiny

Custom Kitting

Developing ideal, multi-faceted assemblies for customer connection

Inventory Management

Enhancing flexibility and streamlining workflows with automated systems integration

Distribution Optimization

Offering just-in-time delivery, logistics, quality assurance, and performance reporting to meet virtually any urgent need



SINGLE-SOURCE SUPPLY CHAIN SERVICES

In this complex, difficult-to-control environment, how do you:

- Consolidate suppliers, leverage spend, and drive down total cost?
- Ensure supply and reduce lead-time?
- Manage quality and brand consistency?
- Drive internal process efficiencies?
- Control content and standardize materials and specifications?

RRD offers end-to-end, direct material supply chain solutions that effectively answers each question. Client service teams make it easy to manage complex strategic accounts with multi-site or multi-product solutions.

- Day-to-day contact for clients, production, and suppliers
- Manage parts, bill of materials, specifications, versions, and files
- Manage all production, procurement, and shipping transactions
- Manage inventory and risk

PRODUCT QUALITY, SAFETY & SECURITY

Meeting the highest standards for product quality and safety requires deep expertise and proven best-in-class protocols. At RRD, we employ multiple, fully automated protocols that ensure the highest standards of product quality and safety are met — from brand consistency and regulatory compliance to intellectual property protection.

Testing

Executing thorough transit, temperature, and in-laboratory package scrutiny

Certifications & Compliance

Prioritizing and maintaining a steadfast commitment to best practices across all of our production facilities

Security

Standard processes, procedures, and physical systems to satisfy your need for pre-launch product confidentiality or other intellectual property

RRD PRIORITIZES YOUR NEED TO CONQUER OPERATIONAL CHALLENGES

Compelling packaging invites your customer to the product and brand; but the pressure of compressed timelines, SKU management demands, cost efficiency, and quality is real.

By recognizing and addressing these challenges, we are able to devise ways to manage your operation's internal requirements and ensure quality packaging in equal measure, without compromising the brand.

RRD's holistic approach meets the demands you face and is continually optimized to improve speed-to-market, reduce inventory and obsolescence, and free up working capital.

- Stay ahead of the competition with innovative, sustainable, new packaging formats
- Optimize packaging print runs to improve profit margins, and accelerate speed-to-market
- Ensure adherence to regulatory requirements
- Meet ever-growing consumer demand for packaging

Discover your one-stop source for superior, efficient, and custom packaging solutions

GET CONNECTED.

Visit us on the web at rrd.com/packaging

