

## OVERSEAS PRODUCT PACKAGING

# Drop-in Anchor Packaging Design

## Results:

Facing delays due to manufacturing challenges or language barriers? BoldtSmith Packaging can help you get your products to market faster with efficient package design expertise.



### Time Saving

This process can often take months.



### Efficiency

Project completed in just 15 days.



### Design Variations

3 designs at various price points



## COMPANY

## Confast Fastening Systems



## Packaging Design Challenge

Confast Fastening Systems recently reached out to BoldtSmith Packaging for a new product introduction. The company sells concrete fastener components such as anchors and bits online. Sales are completed directly through their website and through e-commerce partners such as Amazon.

The new product is manufactured overseas and the customer did not want to wait on the product manufacturer to design and test the packaging. That process typically drags on for months due to poorly designed packaging, packaging design revisions, language barriers, shipping time, etc.



## Requirements



Develop package designs at multiple price points



Pass Amazon APASS certification

## BoldtSmith Actions

- 1 Create multiple all-corrugated packaging solutions ranging from opening price point to high price point (see below)
- 2 Create packaging samples and pass Amazon SIOC testing
- 3 Create packaging specifications and pallet pattern files for the product manufacturer to replicate during production