

Sutherland Packaging Provides Direct Color Corrugated Printing



Corrugated displays produced by Sutherland Packaging with direct color printing. Sutherland Packaging, a leader in corrugated point-of-purchase (POP) displays and packaging for retail locations and club stores, offers highly-precise, high-impact direct print technology for both large and small-scale corrugated units. Direct print technology removes the need for a lithographic label to be applied over corrugated substrates, effectively replacing litho dollars with just a few cents of ink. According to Sutherland, the five-color technology saves on both material costs and shipping times and is ideal for retail consumer products and club store displays.

The ability to forgo label printing also allows customers to quickly recoup their initial short-term investment in the direct print process. In addition, direct print with ink on paper is 100 percent recyclable. Direct print can extend beyond the size limitations of a label, thereby limiting the need for multi-piece snack towers and pallet wraps.

By greatly reducing seams, stitching and gluing,

the customer achieves lower production costs while eliminating in-store assembly complications.

Materials cost reduction is only one key benefit. Sutherland's single-piece, full-color towers employ precise folding, locking, and quick construction to achieve extreme side and column strength. The towers enhance the structural integrity of displays and improve overall durability, resulting in POP displays that can both withstand damage and deliver brand impact at the point of purchase.

"For over 50 years, Sutherland has prided itself on the passion we have for supporting our customers' branding, marketing and sales efforts," says Paul Yost, CEO. "Our latest direct print technological breakthrough leads to high impact impressions for retail and marketing campaigns, a benefit that goes well beyond savings for our valued customers."

