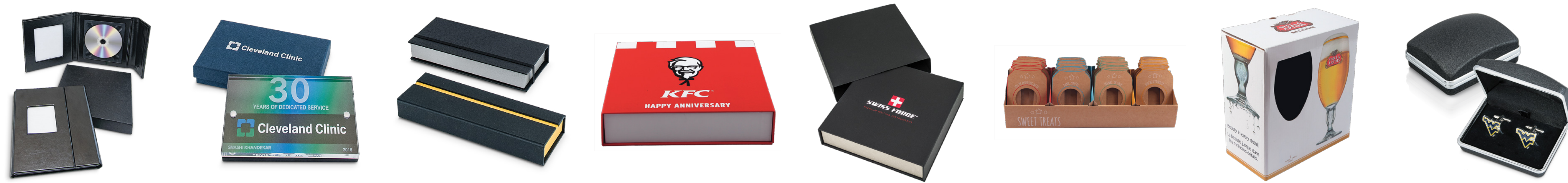


PACKAGING



CREATIVE
PACKAGING



PACKAGING ACHIEVES
MAXIMUM IMPACT
WITH MINIMUM EFFORT

Packaging is just packaging, right?
It's what's inside that really matters.

If you think this way as a business owner or retailer, you're leaving money on the table. The combination of compelling package design with innovative and high quality printing ignites brand recognition, sales and a higher perceived value in the minds of employees and consumers (just ask Apple and Tiffany & Co.).

A product's packaging communicates many things, from what the product can do for your customers to your company's values. Given one-third of consumers' decision making is based solely on product packaging, packaging is a crucial marketing and communication tool for your business.



3 reasons to consider MCRL Overseas Group for your packaging.

1 WE'LL TELL YOUR STORY

Your product's packaging is meant to communicate a purpose; what your brand stands for or what the recipient means to you. Packaging is a great opportunity to create a lasting impression on the shelf and in the minds of your employees.

MCRL Overseas Group's manufacturing network has direct access to the latest technologies and ideas to create memorable, innovative packaging for large and small companies that:

- Enhances employee and customer recognition programs
- Helps sales team showcase products with attractive and functional sample kits
- Assists management with fun ways to facilitate training
- Draws attention to products on & off the shelf
- Creates a memorable product experience



2 WE'LL HELP YOU DIFFERENTIATE

Every year, 95 percent of new products fail. Packaging is powerful because it tells consumers why your product and brand are different, building brand recognition. Designing packaging with your logo front and center instills pride in company and helps consumers remember your product next time they are shopping.

Send us a picture or sample of packaging you've seen and MCRL Overseas Group will source, produce and deliver to your specifications. We also offer many eco-friendly options. Packaging that's recyclable or reusable gives consumers a reason to choose your product over competitors. We also believe it's the right thing to do.



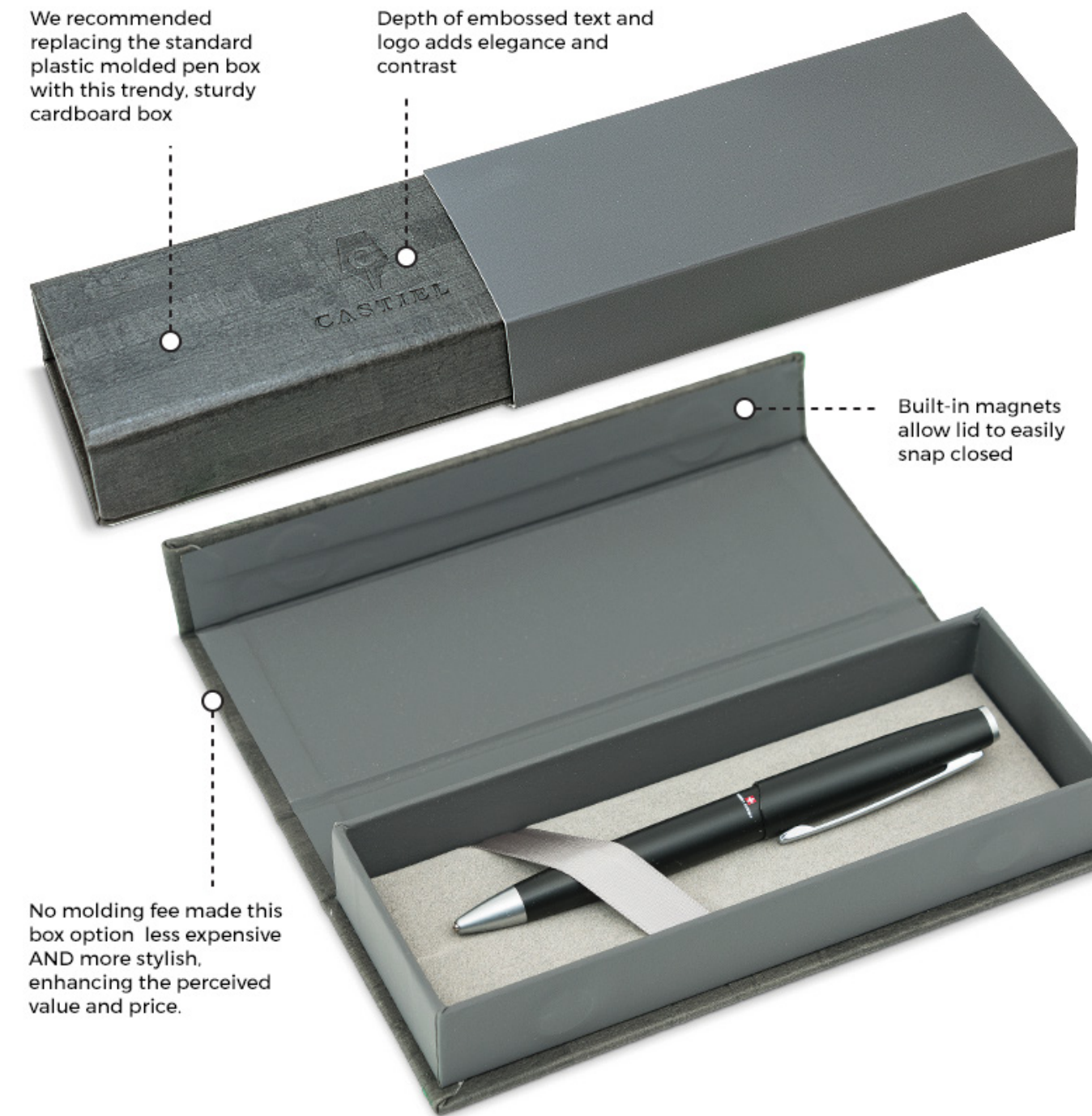
3 WE'LL PROTECT YOUR PRODUCT

In addition to communicating your brand's story, the functionality of a product's packaging is critical. There are many touch points when transporting products from overseas manufacturers to North America, so preventing damage is always a top priority.

MCRL Overseas Group has 10+ years of experience in overseas printing and production. We know what designs will be durable and which won't. MCRL pays careful attention to safety, security, climate factors, ease of use, storage, sustainability, presentation and cost.



Creative & Cost-Effective Packaging Case Study



GOOD PACKAGING DOESN'T HAVE TO BE EXPENSIVE.

MCRL has turned cheap packaging into chic and affordable marketing that entices customers to buy. We've taken expensive, elegant packaging and sourced better ways of producing with trendier materials. The MCRL team loves coming up with creative and affordable ways to enhance your product's real and perceived value.



Share your packaging challenge and let us come up with some new and modern ways to enhance your brand and product's value.



LOCAL. EXPERIENCED. TRUSTED.

MCRL Overseas Group specializes in overseas printing, packaging, product sourcing and promotional services. With over ten years of print production experience and a trusted network of suppliers, our North American and Chinese team of professionals handle the details, so you don't have to.

www.mcrlprinting.com

INTERNATIONAL COLOR PRINTING
INDUSTRIAL PARK, DA LANG STREET, LONGHUA
SHENZHEN 518019
CHINA

Office: 1-905-738-6222
Toll free: 1-888-988-MCRL (6275)
Fax: 1-866-229-3263
Email: contact@mcrlprinting.com



PACKAGING SERVICES



MORE
THAN JUST PRINT

www.mcrlprinting.com