



New packaging builds revenue and sustainability for a large healthcare manufacturer

CUSTOMER CHALLENGE

Our healthcare customer, a manufacturer of therapeutic products, issued new parameters to its healthcare product suppliers to eliminate PVC clamshell packaging, due to the packaging's lack of environmental compliance. The new packaging needed to be shelf-ready and not pegged in the retail environment, despite the fact that space allocated by retailers typically only displayed products in PVC clamshells on a pegboard. Also, as a result of the clamshells not being able to stand upright, excess products were being flat-stacked below the display, which severely limited space in the display area.



OUR SOLUTION

- Retail Packaging
- Air and Ocean Transportation (LCL/FCL)
- Customs Clearance
- Packaging Optimization

CUSTOMER BENEFITS

Our customer's new OIA-developed packaging was well received by retailers. One retailer increased the shelf space display by 17 inches, enabling our customer to add an additional 3 SKUs to the store set, resulting in increased revenue. Additionally, improved brand messaging and graphics helped their products to stand out among competing brands.

For a customized solution to meet your business needs, contact us at **1-855-SHIP OIA** or email us at **855shipOIA@oiaglobal.com**