

Perimeter's Steve Callahan to Talk Open Innovation at Packaging Design 2012

NORTHBOROUGH, MA, August 22, 2012 – Perimeter Brand Packaging has announced their attendance and sponsorship of the first annual Packaging Design conference. The conference will bring together top industry designers and packaging brand innovators to share packaging solutions and evolving technologies. The event, hosted by Packaging Digest magazine, will be held September 25-26 in Chicago, IL.

Steve Callahan, President of Perimeter Brand Packaging, will be speaking as an educational expert on Open Innovation. His talk, "Open Innovation: From Engagement to Commercialization", will discuss Perimeter's approach to taking consumer branded packaging from concept to reality.

"At Perimeter, we want to improve everyday life through better packaging. Our goal is to connect, customize and deliver for CPG firms as Open Innovation partners. Many companies today are embracing the Open Innovation process to create better solutions for the end user, as well as providing speed to volume opportunities for CPGs," said Callahan. "I'm thrilled to share our experiences and insights as an Open Innovation expert at the 2012 Packaging Design Conference."

Perimeter is an Open Innovation veteran; the company has been an Open Innovation partner to several leading CPG companies for over ten years. Also as a sponsor, Perimeter will be present as a conference exhibitor to share their packaging technologies and platforms: Easy Dosing and Dispensing, Maintaining Freshness and On the Go packaging. Several Perimeter representatives will be present at the show for anyone. To arrange a meeting contact info@perimeterbp.com



Steve Callahan, President of Perimeter Brand Packaging, to speak on Open Innovation at the 2012 Packaging Design Conference.

"With more opportunities for collaboration and the growing necessity for integrated design thinking, brands are increasing utilizing Open Innovation strategies to meet their packaging needs," said Leslie Green, producer of the Packaging Design Conference. "Steve will deliver a timely presentation to help brands physically and emotionally connect with their consumers, offering a comprehensive approach to Open Innovation."

Packaging Digest, founder and host of this year's conference, has been a circulating resource in the packaging industry for nearly fifty years. The purpose of the Packaging Design conference is to unite packaging graphic designers, structural designers and engineers and to educate each other throughout the packaging process, from initial consumer research to solution concepts to distribution.

ABOUT PERIMETER BRAND PACKAGING:

Perimeter Brand Packaging is an Open Innovation partner to leading Consumer Packaged Goods (CPG) companies. Perimeter complements their customers' innovation goals by delivering superior, market-ready packaging – driven by consumer validation. As a Nypro company located in Northborough, MA, they leverage best in class manufacturing capabilities to deliver these finished solutions to customers around the globe.

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