

Perimeter Announces Sponsorship of Packaging That Sells Conference 2012

NORTHBOROUGH, MA, August 22, 2012 – Perimeter Brand Packaging has announced their attendance and sponsorship of the 10th annual Packaging That Sells conference. Packaging That Sells unites the worlds of brand management, consumer strategy and package design. Hosted by Brand Packaging, the event will be held October 1-3 in Chicago, IL.

“We focus on providing leading CPGs personalized packaging that will deliver a better solution for the end user. Not only will it help differentiate CPG brands at the point of sale, but we want to create packaging that offers ongoing brilliant usability for the user at home,” said Steve Callahan, President of Perimeter Brand Packaging. “We want to find a better way to provide for the consumer’s needs. We are excited to join Packaging That Sells this fall to connect with others and explore pivotal packaging need.”

As a Packaging that Sells sponsor, Perimeter will be on-site sharing their packaging technologies and platforms: Easy Dosing and Dispensing, Maintaining Freshness and On the Go packaging.

Perimeter’s goal is to deliver market ready packaging improvements driven by consumer validation. These ideals serve Packaging That Sells because “the conference bridges package design brand strategy with real world examples of the powerful influence packaging has on consumer buying decisions,” said Brand Packaging Associate Publisher Sam Wilson.

The 2012 conference focuses on a single message, “Make it Matter”. The event will focus on making the most of the brief opportunity to connect with the consumer. Perimeter will join brand strategists, innovation managers and package designers from across the globe for design and retail research, inspiration and networking opportunities for brand marketing and design client-side decision makers.

“Packaging that Sells has become the go-to source for insights, inspiration and connection-making opportunities for brand marketers, retail brand marketers and their package design and development teams,” said Wilson. “The 2012 installment of Packaging that Sells is pleased to have Perimeter Brand Packaging on board as a first time sponsor this year.”

To schedule a meeting with Perimeter at the show, contact info@perimeterbp.com.

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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