

Perimeter Brand Packaging Announces New Website Launch

NORTHBOROUGH, MA, July 19, 2012 – Perimeter Brand Packaging has announced the launch of their new company website. This signifies the final stage of a company-wide rebranding project that started earlier this year. The site publicly represents the refreshed aesthetic identity and personality of Perimeter. The company, formerly known as Union Street Brand Packaging, now has a new direction and vision which is reflected in the recently released Perimeter brand.

“We wanted a fresh Perimeter identity to illustrate our creative energy and sharpened focus,” said President Steve Callahan. “To transform our company visuals was a natural decision because our foundation has evolved. We are a different company than we were even one year ago.”

On the new site Perimeter invites viewers to get to know their approach to creating consumer validated packaging solutions: Connect with people, Customize the solution, and Produce and Deliver. Images and information on new packaging technologies are shared on the site, as well as Perimeter’s three packaging platforms, Easy Dosing and Dispensing packaging, Maintaining Freshness packaging, and On the Go packaging.

“With the launch of our website, our new brand has come full circle,” said Callahan. “We are thrilled to share our story with everyone.”



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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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