

# OUR PRINTING SERVICES

**PACKAGING** = Face value of product = Communication to target audience.

Your packaging needs to speak to your audience, that will help them build a connection with your brand.

## 1. **PACKAGING**

### **BOXES - PAPER BOARD BOXES**

Made of thick paper, printed with brand-enhancing graphics, and cut/folded into unique structures, paperboard packaging engages consumers like nothing else on the store shelf.

Paperboard packaging is inherently sustainable, renewable, and recyclable—and today's environmentally-conscious consumer knows this.

*Mono cartons* are cartons used for compact packaging of products such as medicines, cosmetic products, food, and other non-food products. Mono cartons also serve as a promotional packaging solution for the market participants

### **MASTER CARTON**

This is the thin, lighter weight carton commonly used to carry a single item.

- MONO CARTON
- MASTER CARTON
- APPAREL BOX
- FOOD GRADE BOX
- TISSUE PAPER BOX
- HAND TAGS
- Food grade boxes ( cake, pizza, burger, sandwich etc)

### **LABELS**

may be used for any combination of identification, information, warning, instructions for use, environmental advice or advertising. They may be stickers, permanent or temporary **labels** or printed packaging.

- SELF ADHESIVE LABELS
- LABELS WITH STRIP GUM
- PRODUCT/ BRAND LABELS

- BARCODE LABELS
- CONTAINER/ JAR LABELS
- DESCRIPTIVE LABELS

## **2. COMMERCIAL PRINTING**

### **MARKETING COLLATERAL**

Marketing collateral helps to quickly communicate the key benefits of your business and product to prospective customers in a visually compelling manner. Think of your marketing collateral in terms of how they influence the way you are seen by your prospective customers.

- BROCHURE
- CATALOG
- FOAM BANNERS
- POSTERS
- LEAFLET
- FLYER
- PAMPHLET
- COFFEE TABLE BOOK
- SHOPPING/ HAND BAGS

### **POSM**

These are advertising materials that are used to communicate product information to the consumers at the point of sale.

- WOBBLERS
- DANGLERS
- SHELF STRIPS
- SHELF TALKERS
- STREAMERS
- BACKING SHEET

### **INDUSTRIES**

- PHARMA INDUSTRY
- FMCG INDUSTRY
- FOODS AND BEVERAGES INDUSTRY

- AGARBATTI INDUSTRY
- GARMENT INDUSTRY
- ELECTRICAL INDUSTRY
- AUTOMOBILE INDUSTRY
- FAST FOOD INDUSTRY

### ***QUALITY POLICY***

- D 50 LIGHT
- SPECTOPHOTOMETER
- INSPECTION BOOTH

***QC INCHARGE-*** At CPC the printing process is inspected at every step at regular interval to supervise the quality output.

***Logistic department-*** ensure timely delivery of ready goods.

***After sales service-*** valuable feedback from our clients is what actually has helped us to grow and serve better over the years.