

Delivering Sustainable Results

# SALAZAR

packaging, inc.

*Over 40 Years of  
Packaging Experience  
In One MBE Company*

To succeed, every business needs competent and reliable suppliers. Salazar Packaging has the expertise to provide you with the sustainable results you need by maximizing the productivity of your packaging operation, containing and reducing costs, and enhancing the visual appeal of your products.

We specialize in automated plastic packaging films, bags and equipment. In addition, we supply a full range of corrugated, packaging, shipping, and mailing products. Our services include package design, line audits, mailing and fulfillment, technical field service and inventory management.

#### EXPERIENCED

Combining more than 40 years of packaging experience to deliver innovative cost-saving and streamlining results. Company president Dennis Salazar is recognized as a leading authority on flexible packaging automation.

#### RESPONSIVE

Offering 24-hour customer service and customized ordering, delivery, invoicing and reporting programs for fast, easy and accurate communication.



#### QUALIFIED

Trusted by Fortune 500 customers as well as the top material and equipment manufacturers in the packaging industry, including Bemis, AEP, Intertape Polymer Group, Robbie Mfg., Buckeye Packaging, Texwrap, Extreme Packaging, Elkay Plastics, Preferred Pack and Automated Packaging.

#### CERTIFIED

By the CMBDC and NMSDC as a qualified Minority Business Enterprise.

*Contact us today to discuss your project, opportunity or packaging problem.*

13400 S. Route 59, Suite G, #126  
Plainfield, IL 60585-5696  
P 630-398-4989 F 630-364-1498  
email: [info@salazarpackaging.com](mailto:info@salazarpackaging.com)  
[www.SalazarPackaging.com](http://www.SalazarPackaging.com)



# How a Qualified and Experienced MBE Makes the Difference

## THE CLIENT

Project Save Our Soldiers (PSOS) is a non-profit organization with an admirable cause: providing assistance to injured American soldiers returning from the Middle East. To raise funds, they designed a bracelet to offer for sale on a new Web site, all scheduled for launch — appropriately enough — on July 4, 2007.



## THE CHALLENGE

As plans for the bracelet project developed, PSOS recognized two very serious challenges.

1. They had no experience with package design, mailing, fulfillment and logistics.
2. They had no way to predict whether sales would be in the hundreds or in the millions, or how quickly they would increase.

Clearly, it was imperative for PSOS to find a company with the experience and expertise to assemble the many resources and vendors necessary to accomplish this complex job.

With their July 4 deadline less than three weeks away, they contacted Salazar Packaging. After several conversations and a review of their experience and capabilities, PSOS knew they had found the right company to see them through the project on time and within budget.

*Delivering Sustainable Results*

# SALAZAR

*packaging, inc.*

For a review and analysis of your own packaging, mailing or fulfillment requirements, contact Salazar Packaging at 630-398-4989 or email at: [info@salazarpackaging.com](mailto:info@salazarpackaging.com)

## THE SUSTAINABLE SOLUTION

### STRATEGY

The Salazar Packaging team quickly devised an action plan with detailed options for the various shipping volumes PSOS might be confronted with. The team created package designs for low, medium, and high volume throughput, giving PSOS the ability to package and ship quickly and seamlessly, regardless of demand. Equally important, multiple options would minimize overall cost by utilizing material, production, fulfillment and mailing resources proportional to the actual bracelet volumes being ordered at any given time.

### SYSTEMS & MATERIALS

A critical element of the plan turned out to be the bracelet's chipboard mailer for high speed, high volume use. Completing the complex design within days, Salazar Packaging then selected a manufacturer able to produce the mailers with a sturdy, yet lightweight material. Very precise board characteristics were needed to ensure that the PSOS bracelets would arrive safely at the lowest possible postage/shipping cost and still permit fast loading prior to a full shrink over wrap in Bemis Clysar® postal approved, polyolefin shrink film.



### CONTINGENCY PLANNING

Knowing that bracelet sales might exceed their in-house fulfillment capacity, Salazar Packaging selected a packaging/ mailing house to handle the overflow so the PSOS promise of fast delivery would be kept.

### THE RESULT

Per-order packaging and shipping costs were lower than expected, resulting in greater benefit to our war veterans.

*For more information on Project Save Our Soldiers, please visit:*  
[www.projectsaveoursoldiers.org](http://www.projectsaveoursoldiers.org)