



Packaging: Simply Redefined

OFFICE USE ONLY

Quality product packaging is all about boosting sales and creating a recognizable brand. A product and its packaging only have 10 seconds to make an impact and create solid brand retention. That's why we need to ensure that any packaging we create offers brand consistency, striking creative and most importantly, effortless usage and a customized fit. From labels to folding cartons, we can make sure no package gets left behind!

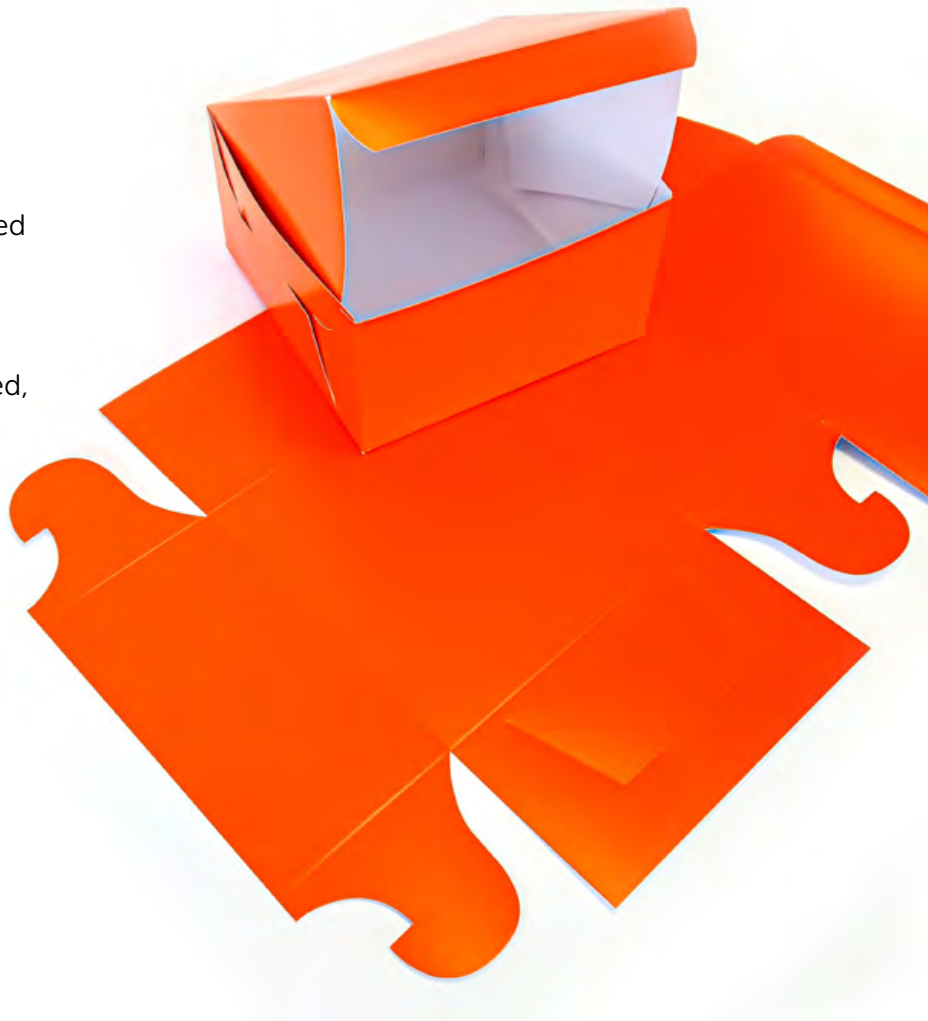
**Burke is your media: simply redefined.**

## FOLDING CARTONS

Our best chance at success and winning a job is if we can keep production in-house. With our equipment and expertise, our strongest solutions are folding cartons for Retail, Consumer and Product Packaging. This guide will help show you the styles of cartons we can currently offer along with some rough price points and a guide to submitting an estimate.

### WHAT ARE FOLDING CARTONS?

A Folding carton refers to a non-corrugated box that is made of paperboard. Folding cartons that use paper board are easily printed for full brand exposure. They are typically shipped flat and when constructed, they create a container to protect and/or display products.



### PACKAGING TO BE CAUTIOUS OF

There are certain types of packaging that require full outside service, and are not the best fit currently. This includes:

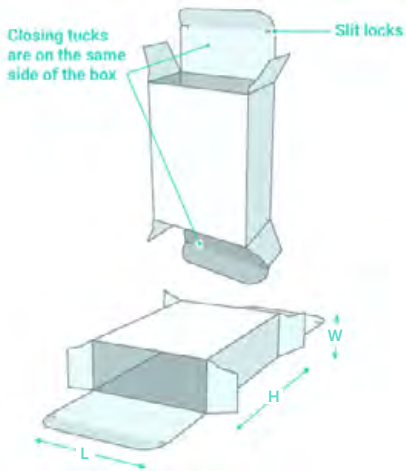
- Food Safe
- Beverages
- Shipping Boxes
- Rigid / Corrugated

## BOX STYLES

There are many different styles of packages and how they close. The more we can identify what solution best fits a client's needs, the better our chance of success. Below is a list of popular closing styles and what they look like.

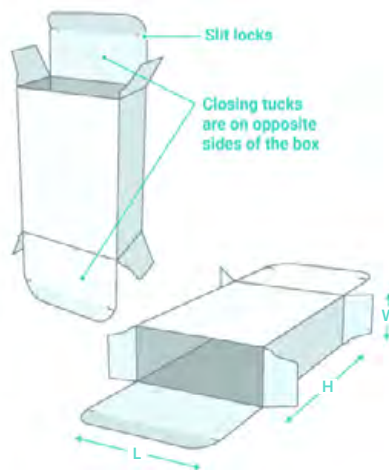
### Straight Tuck

Ideal for light weight medium weight



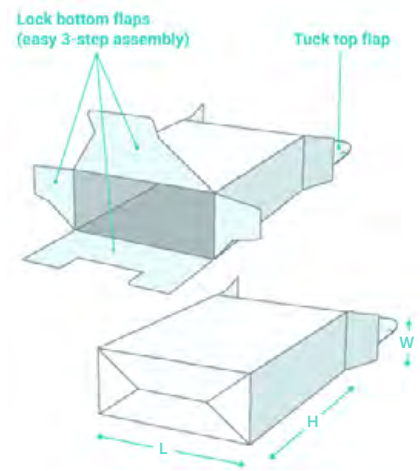
### Reverse Tuck

Ideal for light weight medium weight



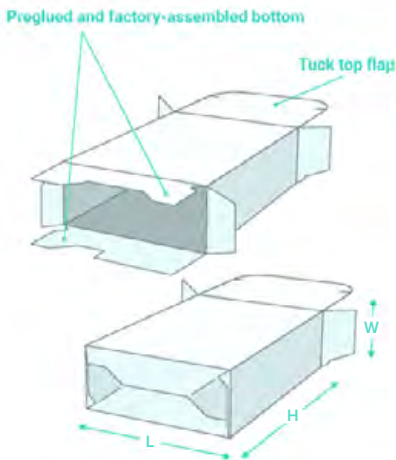
### Lock Bottom

Ideal for heavier products



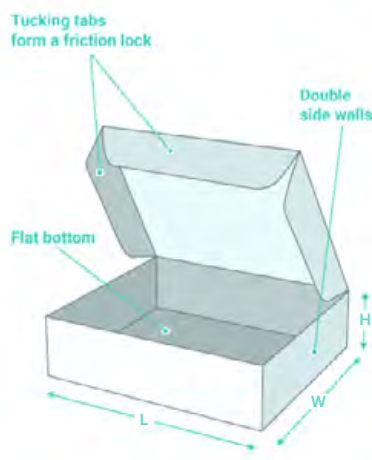
### Crash Bottom

Pre-glued bottom for extra strength



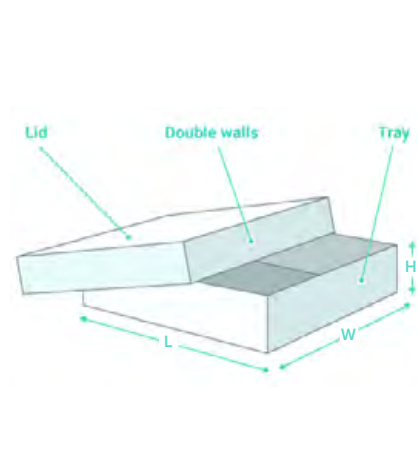
### One-piece Tuck Top

Displaying multiple items in same box



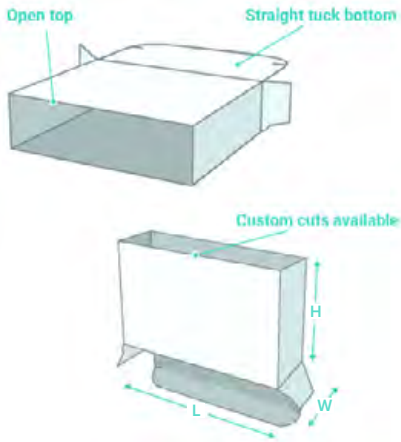
### Two-Piece

Tray and lid can be used in a display



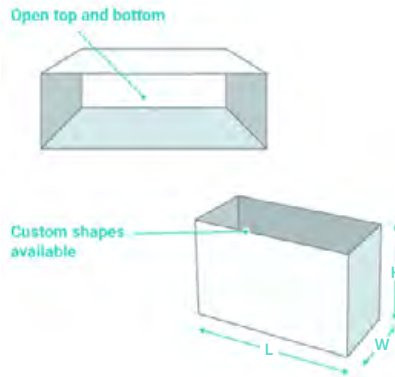
### Holster Boxes

Displays part of product



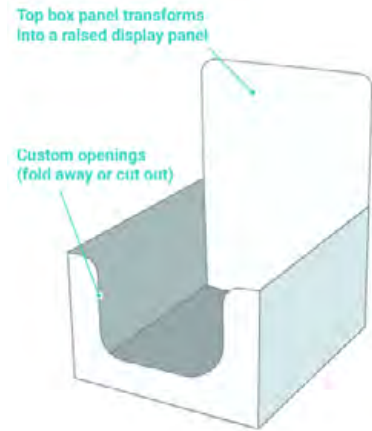
### Sleeve Packaging

For customizing a blank box



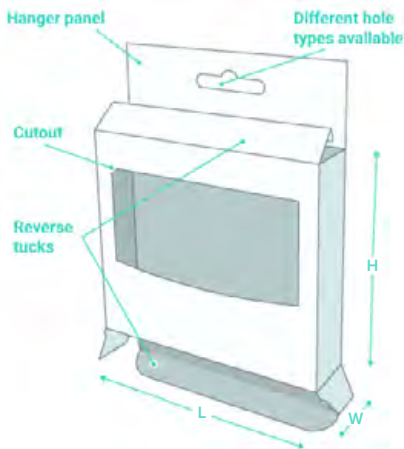
### Counter Display

Displaying product on a counter



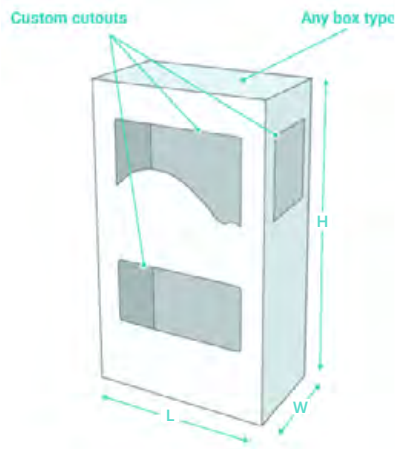
### Hanger Box

Ideal for light weight products



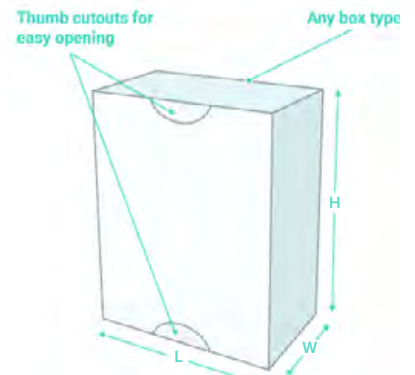
### Custom Cutouts

Work with any product or industry



### Thumb Tabs

Facilitate and easy opening



## MARGARITA KITS



### BESPOKE PROJECTS

**Quantity:** 3,000 (3 Different)

**Flat Size:** 27.85" x 21.125"

**Finished Size:** 9.5" L x 5.5" W x 3.25" H 5.5" L x 3.25" W x 9.5" H

**Box Style:** One Piece Tuck

**Stock:** 24pt C1S Cover SBS

**Colour:** CMYK 4/0

**Finishing:** Matte laminate 1.3 mil - 1 side only

**\$17,250 (UNIT COST \$5.75)**

## STAIN REMOVER 30 PACK

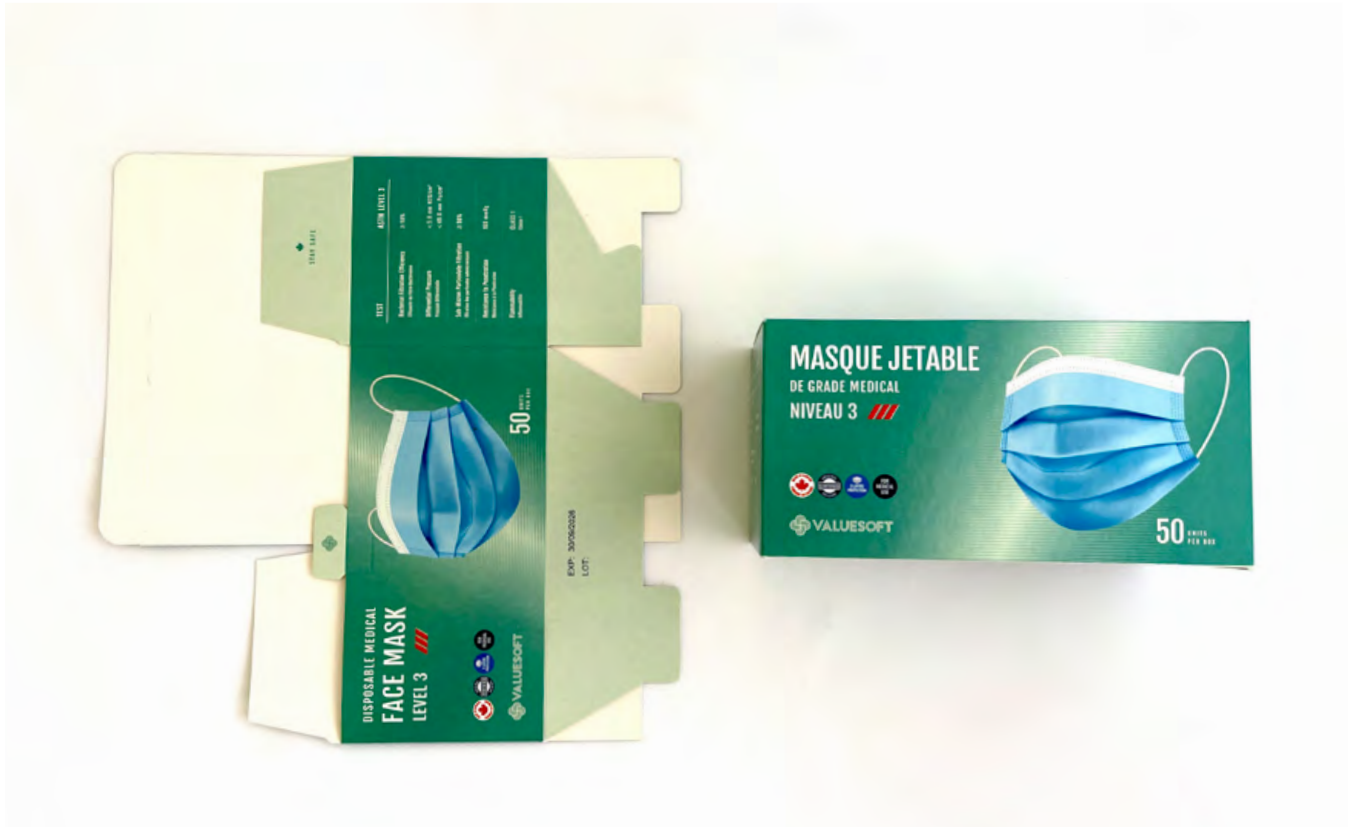


### ALL CLEAN NATURAL

- Quantity:** 25,000
- Flat Size:** 18.375" x 13.75"
- Finished Size:** 6" L x 2.75" W x 6.25" H
- Box Style:** Reverse Tuck
- Stock:** 18pt C1S Cover SBS
- Colour:** CMYK 4/0
- Finishing:** Gloss AQ

**\$13,800** (UNIT COST \$0.55)

## FACE MASK BOX



### VALUESOFT TEXTILES

- Quantity:** 10,000
- Flat Size:** 24.125" x 11.375"
- Finished Size:** 7.75" L x 3.875" W x 3.875" H
- Box Style:** Lock Bottom, Tuck Top
- Stock:** 18pt C1S Cover SBS
- Colour:** CMYK 4/0
- Finishing:** Gloss AQ

**\$10,350** (UNIT COST \$1.04)





## KETO SMALL BOXES



### ALL CLEAN NATURAL

- Quantity:** 30,000 (3 Different)
- Flat Size:** 12.875" x 14"
- Finished Size:** 8" L x 4" W x 2" H
- Box Style:** Reverse Tuck
- Stock:** 18pt C1S Cover SBS
- Colour:** CMYK 4/0
- Finishing:** Gloss AQ

**\$10,350 (UNIT COST \$0.35)**

## COVID SURE STRIPS TEST BOX



ALL CLEAN NATURAL

- Quantity:** 50,000
- Flat Size:** 8" x 12.75"
- Finished Size:** 8.5" L x 2.5" W x 1.125" H
- Box Style:** Reverse Tuck
- Stock:** 18pt C1S Cover SBS
- Colour:** CMYK 4/0
- Finishing:** Gloss AQ

**\$15,700 (UNIT COST \$0.31)**

## WELCOME BOXES



### UNIVERSITY OF CALGARY

<b>Quantity:</b>	500
<b>Flat Size:</b>	21.25" x 28.5"
<b>Finished Size:</b>	9" L x 7" W x 3.5" H
<b>Box Style:</b>	One Piece Tuck
<b>Stock:</b>	24pt C1S Cover SBS
<b>Colour:</b>	CMYK 4/0
<b>Finishing:</b>	AQ

**\$2,875 (UNIT COST \$5.75)**

## THRONE 4 PACK



### ALL CLEAN NATURAL

- Quantity:** 3,000
- Flat Size:** 20.25" x 27"
- Finished Size:** 8.5" L x 4.5" W x 9" H
- Box Style:** Straight Tuck
- Stock:** 18pt C1S Cover SBS
- Colour:** CMYK 4/0
- Finishing:** Gloss AQ

**\$4,600** (UNIT COST \$1.53)

## SPRAY BOTTLES



### ALL CLEAN NATURAL

- Quantity:** 5,000
- Flat Size:** 13.375" x 9.75
- Finished Size:** 5" L x 1.5" W x 5.5" H
- Box Style:** Reverse Tuck with Custom Cuts
- Stock:** 18pt C1S Cover SBS
- Colour:** PMS 3/0: 408, 410 & 871
- Finishing:** Gloss AQ

**\$3,850** (UNIT COST \$0.77)

## BRAIN BOOSTER CARDS & BOX



### HULL SERVICES

- Quantity:** 500
- Flat Size:** Top = 4.323" X 8.875" Bottom = 9.698" X 14.12"
- Finished Size:** 6" L x 1.75" W x 4" H
- Box Style:** 2 Piece
- Stock:** 24pt C1S Cover SBS
- Colour:** CMYK 4/0
- Finishing:** Satin AQ

**\$22,425** (UNIT COST \$44.85) (PRICE INCLUDES SET OF 74 CARDS INSERTED)

## GOLD BOX - SUNGLASSES MAILER



HH GLOBAL

- Quantity:** 1,000
- Flat Size:** 15.1" x 23.375"
- Finished Size:** 10" L x 5" W x 0.75" H
- Box Style:** One-piece Tuck Top
- Stock:** 15pt C1S Cover SBS
- Colour:** 5/0 CMYK + PMS 10120
- Finishing:** Spot Metallic UV Gloss Varnish

**\$17,650 (UNIT COST \$17.65)**



## CARD SET AND BOX



### SUNNY LEMONDROP

- Quantity:** 1,200
- Flat Size:** 11" x 13.181"
- Finished Size:** 7.25" L x 5.25" W x 1" H
- Box Style:** One-piece Tuck Top
- Stock:** 18pt C1S Cover SBS
- Colour:** CMYK 4/0

**\$4,315** (UNIT COST \$3.60)

## PACKAGING QUOTE GUIDELINES

At the start of any packaging job, there is a little more leg work needed in order to create a proper estimate. **Once everything has been established, and the first order placed, repeat orders require very little managing.**

### HERE IS A CHECKLIST OF INFORMATION WE NEED TO PROPERLY ESTIMATE:

#### Style of Package

- |                                        |                                         |                                           |                                         |
|----------------------------------------|-----------------------------------------|-------------------------------------------|-----------------------------------------|
| <input type="checkbox"/> Straight Tuck | <input type="checkbox"/> Crash Bottom   | <input type="checkbox"/> Holster Boxes    | <input type="checkbox"/> Hanger Box     |
| <input type="checkbox"/> Reverse Tuck  | <input type="checkbox"/> One-piece Tuck | <input type="checkbox"/> Sleeve Packaging | <input type="checkbox"/> Custom Cutouts |
| <input type="checkbox"/> Lock Bottom   | <input type="checkbox"/> Two-Piece      | <input type="checkbox"/> Counter Display  | <input type="checkbox"/> Thumb Tabs     |

#### Usage Details

Description of contents: \_\_\_\_\_

Weight of the contents: \_\_\_\_\_

Measurement of the contents: \_\_\_\_\_

Quantity of product inside each box: \_\_\_\_\_

#### Custom Packages

If a box isn't one of the standard samples, we require a physical sample in order to deconstruct and determine how it is built. Pictures are not enough.

#### Dieline

- Existing    Design/Creation Required

#### Stock Recommendations (typically C1S Coated 1 Side)

- 12 PT    15 PT    18 PT    24 PT
- SBS: White / White - Solid Bleached Sulfate
- CUK White / Kraft - Coated Unbleached Kraft

**Measurements** always L X W X H (Length x Width x Height) See Page 4

Flat Size: \_\_\_\_\_      Folded Size: \_\_\_\_\_





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