



# CRUSADER

## PACKAGING DESIGN

[www.cruspac.co.uk](http://www.cruspac.co.uk)

Packaging success



**Thinking outside the box**

Crusader's fresh approach to product protection and packaging processes, results in original and flexible solutions to specific packaging design problems, with lateral thinking being the key, to achieving the 'art of the possible!'

# Packaging success

Crusader Packaging Design is part of Kent's premier independent packaging services company. Formed in 1987, with the express desire to provide a complete 'customer focused' packaging design and supply service. Using the unique experience of it's team, to deal with any packaging problem whether of a general nature or within specialised areas such as food, pharmaceuticals, engineering and beyond.



**Packaging all wrapped up**

Your dedicated Crusader sales executive will act as your project manager from start to finish, to determine your requirements, specify solutions and bring together the resources for design, materials, production and delivery, producing the all important prototype when necessary.

**Unpacking the procedure**

The initial step in a successful project is to ascertain exactly, what is required of the packaging. It may have to fulfil a number of functions such as - product protection, product specification and various marketing functions.



**Packaging delivered**

Crusader delivers through it's own logistic services, which gives it full control over it's delivery schedules, making deadlines much easier to achieve.



**Material matters**

Crusader designers will use any materials considered most appropriate to achieve the optimum pack to protect your product, constantly updating their knowledge of packaging design and environmental issues to maintain their pre-eminence at the cutting edge of packaging technology.



**Examples from the Crusader portfolio**

For the electronics industry - anti-static materials. Food and pharmaceuticals - dedicated 'clean' materials specially designed to suit these highly sensitive areas. Calibrated engineering parts - the mixing of various packaging materials to produce the high degree of protection needed for safe transit.



**The double edged sword**

In certain circumstances, particularly where large projects are concerned, vital stocks can be held in modest quantities, on your behalf, for J.I.T. deliveries, thus releasing valuable production space and assisting in stock and supply management, not to mention cash - flow pressures.

## All part of the package

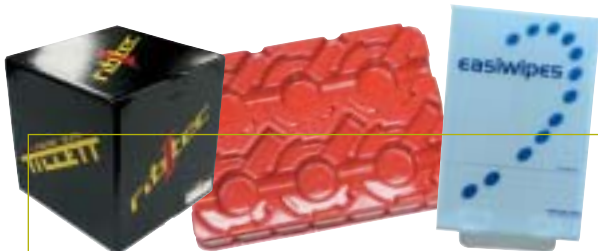


### Free advisory service

Crusader can overhaul your entire packaging range, and by clever designing, can reduce the number of packs used by rationalisation. We have many examples where packs have been modified to fulfil more than one function, thus reducing the range dramatically. The resulting savings in storage space and packaging costs, add to the greater flexibility and improved purchasing power brought about by such an exercise.

### Free design service

Crusader's, advisory and design service is free so why not use it. We will solve your packaging design problems old and new. Get the pack right first time, it saves you time and money in the long term.



### Free environmental advisory service

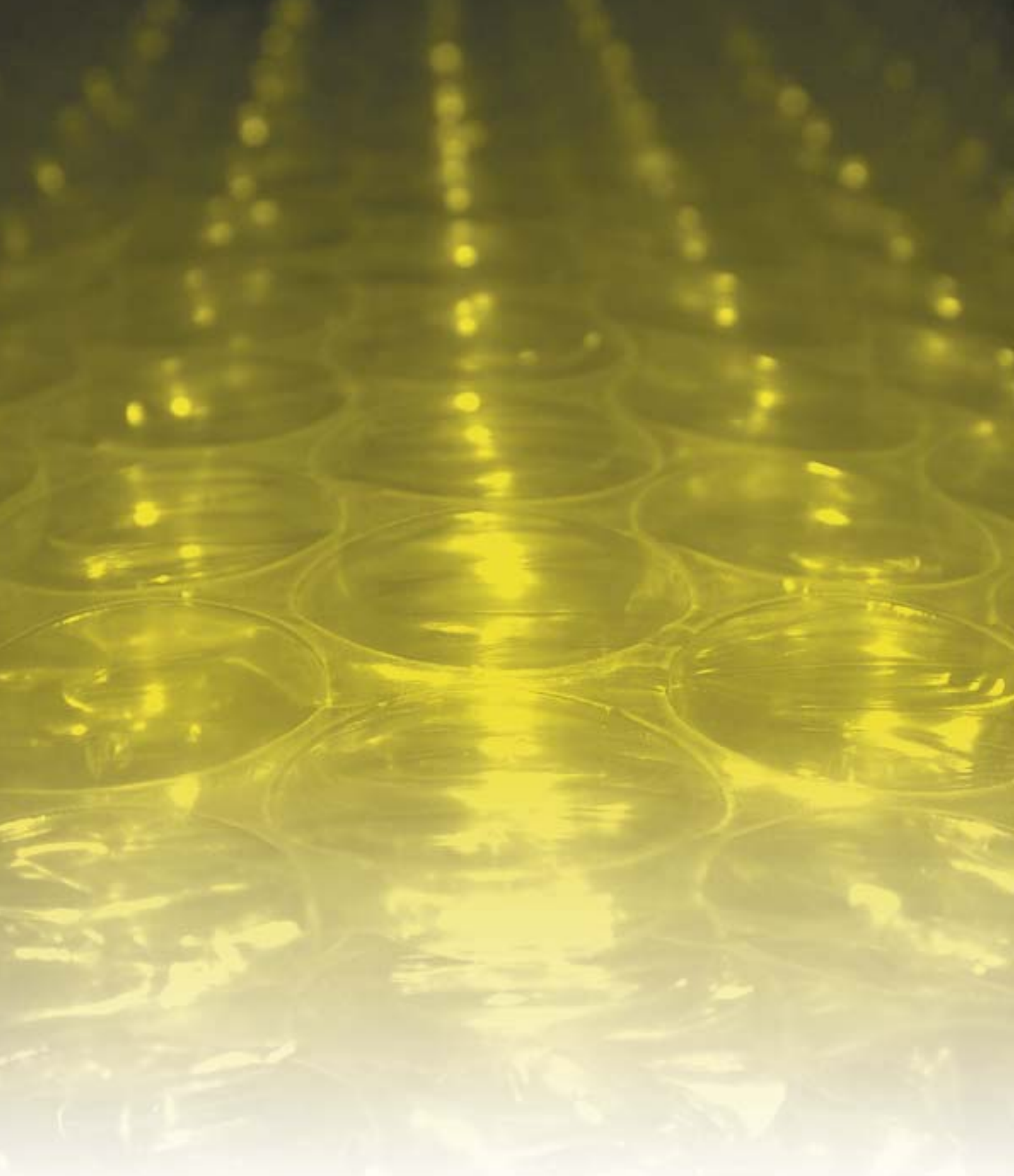
We at Crusader believe that our design and advisory services are contributing positively to the well being of the environment, by reducing waste and by promoting the use of more environmentally friendly products by:

- ◆ Keeping abreast with all developments that will reduce packaging waste
- ◆ By being conscious of the effects of pollution at the disposal stage and introducing less damaging alternatives where possible
- ◆ Complying with the requirements of environmental legislation and incorporating them positively within our designs
- ◆ Advising our customers of the environmental requirements governing the products that we supply
- ◆ Continuing to incorporate the reduction of waste within our sales philosophy
- ◆ Incorporating environmental awareness within our training programme for employees
- ◆ The intention of continuing to pursue a standard of excellence within our environmental responsibilities



### Homing in on the range

Crusader Packaging, our sister division, does supply packaging materials and related items, from a range of over 5000 product lines, which include cartons, cushioning, wrappings, strapping, tapes and tools. Review the full range at [www.cruspac.co.uk](http://www.cruspac.co.uk)



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