



**Clip-Lok SimPak<sup>®</sup>**

What can create growth?

September 11, 2017. London

# What can create growth for Clip-Lok businesses? SM

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Automotive UK– We need to be on the Radar

## How ?

### Direct Email of Automotive Target specific offerings

- To every UK Manufacturer
- To every Tier 1 suppliers
- To every Tier 2 suppliers

**NO TOOLING, ULTIMATE FLEXIBILITY !!!!**

### One page Bi-Monthly update

- Part Specific, showing initial customer need or existing packaging
  - Showing our offering, USP's and benefits
  - Outcome of feasibility study and projected savings
- Obtain Car Manufacturing timetable for each major manufacturing plant in UK
- Pop Up Roadshows – Major Manufacturing plants and Major Tier 1 suppliers

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## **EXHIBITIONS**

Should we Exhibit more ?

Empack 2018

FachPack (Nuremberg)

Pack Expo

What can create growth for the Clip-Lok business in the years to come ?

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## SHOULD WE ADVERTISE MORE?

- Packaging News
- Packaging World
- Packaging Today

Case Studies, Customer  
approved products, Industry  
specific adverts



## What can create growth for Clip-Lok businesses? MB

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- ActionWood has invested in a flatbed printer for color images to be used on all wood pkg. Sample to be shown at conference.
- Use of plastic Clip may allow us to be more competitive to the thin wall suppliers.
- Additional trade shows focused on Clip-lok.

# What can create growth for Clip-Lok businesses? MB

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- Communication that we can service large, medium, and lightweight applications using clip style crates. It's still not clear to people who are researching us or are looking for solutions on the web. It's clear to us because we breathe it every day but from someone else's perspective that doesn't know the product it is not easy to figure out. I think 3 very defined categories with specific data as to what each clip and wood thickness can handle. It's still a bit of a crap shoot. Nefab's website breaks their crates up into Expendable and Returnable and then lists the different crate options of both. Each option exactly lists out the spec's of performance and what the crates can handle along with a video showing the crate and how it works.
- I would like to see more add-on features that are either difficult for our competition to replicate or that are patentable. An example would be the clip retainers. No one else has these and it's not super easy to replicate. They give us a definitive edge over competitors that may be quoting our designs. Some ideas would be: Something that shows tampering with the crate, something that can show sequence numbers, etc
- An advantage that we have that might be good to advertise is that passive RFID tags can be read thru the wood. Steel and plastic containers can rarely do this. This saves customers from having to open the crates for inventory/inspection.

# What can create growth for Clip-Lok businesses? GF

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- Pop up booths on branch events.
- SEO
- Renewing/expanding/changing our webpage constantly and consider having more products in display on the web – for instance we doesn't market soft racks, DP or bunk beds on our new site currently.

# What can create growth for Clip-Lok businesses? RT

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- Exhibitions
- Search info from the web



# What can create growth for Clip-Lok businesses? PK

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- Targeted Emailing to businesses who we believe have scope to use clipped together packaging.
- Sending out targeted newsletters for the customers who are already in our system informing them about our success stories for their relevant market.
- Showcasing that Clip-Lok SimPak can serve them in different regions around the world.