

SUCCESS STORY



Warp Bros. Improves Margins with Fresh Product Packaging



I keep sharpening my pencil, figuring out the best way to meet their needs by getting the most out of their volumes. Finding better print solutions is one way Fuse makes a difference.

— JIM OSBORN
ACCOUNT EXECUTIVE
FUSE

Picture Chicago in the roaring twenties. Add a young man named Harold Warp, pitching his new invention—a roll of plastic he had made for his family farm to seal the chicken coop—and you have the beginnings of Warp Bros. The company takes immense pride in its “Made in the U.S.A.” label. Products are distributed through big brand retailers like Bed Bath & Beyond and Ace Hardware. Warp Bros. evaluated its packaging options, calling on Fuse to give products a fresh look that would catch the consumer’s eye and improve cost efficiency at the press.

MISSION:

Fuse has worked with Warp Bros. since they became a Kelmscott Communications client in 2011. For years, the company used silk screening and flexo printing to imprint product information and branding identifiers directly onto cartons and bags of plastic sheeting products such as shelf liners, drop cloths and contact paper. As the business evolved, the company sought new packaging concepts that would be more environmentally friendly, produce greater cost savings, and showcase products better. Our mission was to transform Warp Bros.’ packaging into a competitive advantage, especially compared to overseas manufacturers.

SOLUTION:

Account Executive Jim Osborn worked with the owner and marketing team of Warp Bros. to create the layout for an 80-pound, gloss paper wrap run on an offset printer. The packaging showcases the actual pattern of each product while keeping prices down and American pride front and center. Osborn said, “We helped convert them to paper wraps. It’s better for the environment, provides a cost savings and...they get a higher quality look compared with competitors.”



Making connections is fundamentally important to us at Fuse. That's why the newsletter is customized by vertical market and account executive. It shows we practice what we preach. Each issue uses the power of personalization through variable printing, compelling content and design, and data management to build relationships."

— SCOTT VORIS
PRESIDENT
FUSE

RESULTS:

Fuse works diligently to maximize each press sheet. There is no waste, even with many packaging versions, including the company's high-end LifeLiners® line. "It looks great and has all the information. It really shows the product better," said Osborn. "I keep sharpening my pencil, figuring out the best way to meet their needs by getting the most out of their volumes. Finding better print solutions is one way Fuse makes a difference.," he said.

This approach allows Warp Bros. to maximize every print run. For example, if they only need 5,000 of one version of their product sleeves, we make sure it's added to a larger 60,000 run for another product. Generating value in the printing process helps Warp Bros. achieve greater margins.

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