



CASE STUDY IMPROVE PACKAGING! AND INCREASE SALES

OVERVIEW

Apnea Sciences partnered with Printex Transparent Packaging to repackage their medical product to showcase and elevate their brand!

PROBLEM IDENTIFIED

Apnea Sciences, designs, and manufactures, sleep-related products that treat common conditions such as snoring and sleep apnea. They identified a need for more eye-catching packaging for their Snore RX Medical product.

GOALS

- High quality premium design and manufacturing of packaging with elevated branding
- Structural design of box to prevent theft and keep product in place
- Hybrid paperboard and PET window box to showcase the product
- On-time shipping
- Competitive Pricing



CHALLENGES

SnoreRX was a very successful product but delivery for their retail packaging from China was frustrating and unreliable. Apnea Sciences needed a US packaging company that could produce in the US, deliver packaging on-time, could re-design and manufacture a superior retail carton that would elevate the brand, and was priced fairly.



CHALLENGE 01

Apnea Science wanted its medical product “Snore-RX” to have premium packaging and branding to reflect its high-quality medical product.



CHALLENGE 02

They were also having problems with sourcing packaging from China. Long lead times and irregular shipping times from International packaging suppliers were frustrating!



CHALLENGE 03

To find a reliable packaging manufacturer to develop and produce superior packaging



Apnea Sciences

“We needed a US packaging company that was not based in China, who could deliver product timely for a fair price. China delivery with customs and port issues were a past nightmare.”
(James Fallon, President/CEO at Apnea Sciences)



Apnea Sciences

“Customers were impressed with the Printex quality and superior design that showcased the product in a highly visible manner.”

SOLUTION PROCESS

The Solution – To choose a local premium custom packaging company that could deliver results in quality, design/branding and delivery.



Apnea Sciences

“We chose Printex because they had a quality reputation, delivered a quality product on time and was priced fairly.”

Printex Transparent Packaging made structural and functional changes to their new packaging. Transforming their previous paperboard box into a secure hybrid paperboard box with a clear rigid 0.010” thick PET window and custom insert. The 0.010” rigid cornered window imparts a much higher brand quality than a similar flexible cellophane window option.

Showcasing the product through a window is shown to increase sales! Customers are approximately 4 times more likely to take home a product that they can see through the packaging. When asked, “when buying personal care products, which package do you perceive as being higher quality?” respondents answered “clear plastic” more than 85% of the time. (Clemson CUsop eye-tracking study, 2010)



THE SOLUTION

RESULTS

“Printex was able to deliver a high-quality premium design that helped to showcase the product and premium brand the product. The front window displayed the product and was fixed in place with a Printex designed holder.”

4X
MORE LIKELY
TO PURCHASE

85%
PERCEIVED AS
HIGHER QUALITY

↑\$
INCREASE
IN SALES



1-800-461-8106
NY 631-234-4300

info@ptpackaging.com
www.ptpackaging.com

555 Raymond Drive
Islandia, NY 11749

BENEFITS STATED

The intention was to create impactful packaging that would develop a strong brand image, showcase the product through the hybrid window box, and build brand loyalty. The new customized packaging improved the box's functionality for security and kept the “Snore RX” product in place.

1

IMPROVEMENT

“Printex packaging helped elevate our brand image and its locking tabs prevented product theft, or product handling by the consumer.”

2

IMPROVEMENT

“Customers were impressed with the Printex quality and superior design that showcased the product in a highly visible manner.”

3

IMPROVEMENT

“Sales were definitely, positively impacted by the Printex packaging and elevated our brand compared to competitive products.”

HAPPY CUSTOMER



Apnea Sciences

“We strive to make Best in Class products that are clinically effective and very safe. The Printex packaging communicates our premium brand image and quality.”

Printex continues to contribute to the growth and success of our products by delivering a superior premium branded packaging we are proud of.”
(James Fallon, President/CEO at Apnea Sciences)



CUSTOMER

James Fallon, President / CEO of Apnea Sciences contributed to this case study in partnership with Printex Packaging.



GOALS

Printex strives to design and manufacture folding boxes that elevate your brand, are functional, increase sales and brand awareness.