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Case Study: Red Paper Plane

If you can shop online, you can buy packaging online – in 3 easy steps!

Recently, CloudLab Americas needed a fully customized and branded box to use at an upcoming trade show. The box would house Swiss chocolate, and the complete package was a special gift for their attending prospects.

As all good trade show planners know, crunch time rolls around quickly and getting the box printed, labeled, shipped, and filled with imported chocolates and a personalized note takes time.

So Steve Antoni, President of CloudLab Americas, decided to test-drive Red Paper Plane's web to print solution to buy the company's packaging online – and take care of his needs in 3 easy steps.



Step 1: *Getting started*

Creating an account on Red Paper Plane's website was quick and easy and set the tone for the entire purchasing experience.

Steve knew he wanted a box, but he wasn't sure of the dimensions or the build requirements. As luck would have it, he chose the box that Red Paper Plane was promoting on their home page.

Choosing the box was easier than expected, and step one was complete!

Step 2: *Now for the quote*

Steve simply keyed in the parameters from a few drop-down menus and the quote was instantly generated, including shipping and taxes. The shopping site offered even more value by sharing the per unit price too. This made it easy to evaluate the cost without having to do any extra math.

With the price in hand, he changed the quantity a few times. The system instantly generated new pricing enabling Steve to see the cost savings. A little bit of upselling helped Steve order a few more boxes, because there's no harm in having extras.

Getting a quote was quicker than expected, and step two was now complete!

Step 3: *The design*

Designing packaging for print is specialized and once the job is on the printing press it's too late to hit the delete button. So, the pressure is on for Red Paper Plane to deliver a die line that is 100% accurate and perfectly matches the final output, to get the best result.

Steve's designer worked well with the file and had no trouble creating a branded box with full ink coverage and a full bleed.

It took Steve less than 30-seconds to upload the design files to Red Paper Plane and view his full color box in 3D, and from every angle.

This is when he noticed that by repositioning some of the text, the final output would be a lot more impactful.

“I would never have seen this opportunity to make it better on flat proofs. There was nothing like seeing my box come to life in three dimensions right before my eyes. I could move it around, open and close the lid, look inside and even look underneath. I was so excited I forgot that I could have taken a video or even screen caps of the digital mockup to share with my colleagues. The value of using the three-dimensional viewer meant that I didn’t need to spend time and money ordering a physical box mockup,” said Steve.

Viewing the proof online in three dimensions was mind blowing, and step three was now complete! See for yourself - [watch Steve’s box come to life](#).

Steve’s designer made the changes, the new files were uploaded to Red Paper Plane and the job was put to bed. In the future, Red Paper Plane will provide the option of guiding the user through the design process, all online.

The Reveal...

The next time Steve saw the box was when the shipping cartons arrived at his door, two days earlier than expected. Each branded box was built perfectly and slip-packaged to prevent any scuffing or scratching.

“I knew ordering packaging online would be easy,” said Steve. “What I didn’t realize was just how much fun I’d have! And the best part was the feedback we got. People were blown away.”

While this may seem the end of our box-printing story, what we didn’t tell you is that Steve is the supplier of the web to print software that Red Paper Plane uses to sell more packaging online.

Steve’s test-drive was not only to purchase a custom-branded box, but to go the extra mile and see for himself how Red Paper Plane was using the CloudLab packQ solution to help customers buy dimensional print.

Steve is happy to report that Red Paper Plane provides an online shopping experience worth coming back for. In fact, for Steve’s next event, he has his eye on video mailers with corrugated inserts. Stay tuned!



About packQ Web to Pack

packQ enables PSPs to sell more packaging online. With the advent of online shopping and working from anywhere, the packaging industry is booming and PSPs who provide self-service and eCommerce tools are now taking advantage of this growing trend. To start selling packaging online, PSPs simply use their eCommerce system to upload the products they would like to sell, set the parameters and the rest is completely automated.

For more information: www.webtopackQ.com

About Red Paper Plane

Red Paper Plane provides design-it-yourself dimensional print that drives superior marketing results and captures the attention of prospects. Whether you're launching a new product, creating brand awareness or trying to generate buzz for an upcoming corporate event, there is no better way than to send a direct mailer designed by Red Paper Plane.

For more information:
www.redpaperplane.com

