

FRESH-LOOK® WINDOW CARTONS

FRESH-LOOK® window cartons offer the opportunity to differentiate your brand on the shelf and add value for consumers. Custom windows will help create shelf appeal and enhance your package design. FRESH-LOOK cartons also satisfy two important consumer desires: to see the beverage and know when they are running low.

BRAND ENHANCEMENT

- Custom windows accentuate packaging design and differentiate your brand on crowded shelves
- Full color lithographic printing with photographic quality imagery and accurate color reproduction provides a billboard effect for brand messaging
- Side panels allow ample space to tell your sustainability story: consumers want to know about the eco-friendly attributes of packaging

A CONSUMER-PREFERRED CHOICE

- In AcuPOLL® testing, consumers gave paper cartons with windows an overall "A" or "Outstanding" rating
- Consumers believe it will be superior to current packaging options at providing key benefits such as:
 - Making the product inside more appealing
 - Allowing them to easily see how much is left inside
 - Use of renewable resources

PROVEN IN THE MARKET

- FRESH-LOOK cartons have been released in the US & Canada, including two Walmart distribution centers, and have been on the shelf since September 2012
- Over 5 million cartons have been distributed
- No adjustments are needed to the filler
- No issues with the windows have been reported in the marketplace



LEVEL INDICATOR WINDOW



CUSTOM WINDOW