

CAMMP 2018 Custom Printed Packaging

Tool Kit



Direct Source
Packaging Co. ^{LLC}

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CAMMP was FUN!

As first-time sponsors of the CAMMP Conference we would like to thank everyone for your warm welcome and hospitality! It was a wonderful atmosphere and great opportunity to learn so much about your business. Our team is already looking forward to next year and we promise to come prepared with additional, new and exciting packaging options. We look forward to working with all of you!



What we learned at CAMMP!

As we discussed with many of you, we have only recently begun focusing on higher education for our packaging programs. Much of our business is with luxury retailers who use our packaging to enhance their brands. We came to CAMMP with a few ideas, and we left with a clear understanding of how packaging can help you to build your brand and strengthen your mission.



BRAND BUILDING PACKAGING ITEMS:

- Completely Custom Paper Shopping Bags.
- Reusable Canvas Tote Bags.
- Durable PETOX Drawstring Back Packs.
- Heavy Duty Canvas Books Bags.
- Renew™ Small Order Paper Bags.
- Decorative Tissue with Custom Print

Custom Branded Corrugate Mailers

UNIVERSITY EVENTS AND PROGRAMS:

- Homecoming for Students and Alumni.
- Lifetime Alumni Membership Kits.
- Reunion Events for Alumni.
- Development and Engagement Events.
- Admissions and Prospective Student Events.
- Graduate School Programs/Campus Outreach.
- Alumni Travel and Affinity Programs.



Why Does Branded Packaging Work for Universities?

Packaging is the physical embodiment of the elements of your brand. Luxury brand marketers use packaging to enhance and elevate the brand experience that they deliver to their consumers. It is a proven and powerful tool. As University brand marketers, you are responsible for the stewardship of a brand that evokes passion in your community. Your students and alumni don't need to be convinced, they are all in, and they love their alma mater! The purity of that connection cannot be exaggerated and the emotional response to branded university packaging cannot be overstated. Whether it is gift bag decorated in your school colors or a canvas tote emblazoned with your mascot, your alumni will appreciate and cherish it as a gift.



How Do We Get Started?

At Direct Source we are packaging professionals and we will make getting started easy. This CAMMP Packaging Tool Kit contains a range of custom-made products that are available in small minimum order quantities in just 6 weeks! Our goal is to help you establish "proof of concept" that packaging will enhance your alumni engagement efforts. Consider this a starting point towards developing an effective integrated packaging program that is impactful yet cost-efficient.



Professional, Branded, Luxury Shopping Bags

Custom printed paper shopping bags in your school colors are the perfect take-away for any event on campus. Memorable and convenient, a branded shopping bag is the perfect marketing tool that will be saved and appreciated by your Alumni.



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Sizes:

Small Bag: 8 x 4 x 10 inches (W x G x H)
Medium Bag: 11 x 5 x 13 inches (W x G x H)
Large Bag: 16 x 6 x 12 inches (W x G x H)

Prices:

Shopping bags are packed in case of 100 bags. These bags are completely custom and our standard pricing includes four color process printing on all sides of the bags and the turned top.

1,000 bags:	Small bags are \$3.75 each, Medium Bags are \$4.25 each and Large bag are \$4.95 each.
2,000 bags:	Small bags are \$3.50 each, Medium Bags are \$4.00 each and Large bag are \$4.50 each.
3,000 bags:	Small bags are \$3.25 each, Medium Bags are \$3.75 each and Large bag are \$4.25 each.



Branded Promotional Canvas Totes

These lightweight canvas totes are always very popular. Canvas totes are reusable and have a feeling of permanence, but they are surprisingly cost-effective. Retailers use this tote for gift-with-purchase promotions, your alumni will feel like they got a gift when they receive this tote branded with your school colors.



Sizes:

14 x 15 inches (Width x Height)
5 ounce natural cotton canvas.

Prices:

All canvas promotional totes are packed in case of 100 bags. Our standard pricing includes 1 color silk screen printing on each side of the bag.

1,000 canvas totes are \$4.00 each.
3,000 canvas totes are \$3.50 each.
5,000 canvas totes are \$3.25 each.



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Professional, Branded, Backpacks

Branded Backpacks are a great promotional item for students, athletes or anyone who wants to show their school spirit. Many of your current students and young alumni buy similar backpacks as a convenient everyday pack. They will be thrilled to receive this high-quality backpack emblazoned with their school logo.



Specifications:

17 ¾ x 19 inches (Width x Height)
210D PETOX material and one color silkscreen on each side

Prices:

Backpacks are packed in case of 100 bags. Our standard pricing includes 1 color silkscreen on each side of the bag.

1,000 bags are \$4.00 each.
2,000 bags are \$3.75 each.
3,000 bags are \$3.25 each.
5,000 bags are \$3.00 each.



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Professional, Branded, Book Bags

Custom printed canvas book bags are a great gift for students, alumni or any member of your community. They are representative of the college experience. Durable and reusable, these bags will last for years decorated with your University's crest and logo.



Specifications:

12 ounce natural cotton canvas.
14 x 4 x 15 inches (Width x Gusset x Height)
with a 24 inch handles and interior pocket

Prices:

Cotton Canvas book bags are packed in cases of 50 bags. Our standard pricing includes 1 color silkscreen printing on each side of the bag.

1,000 bags at \$7.50 each.
3,000 bags at \$6.75 each.
5,000 bags at \$5.95 each.



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Professional, Branded, Luxury Packaging

Renew™ Bags are the most efficient luxury packaging program in the industry. Renew™ delivers complete customization with your brand and marketing message in just 2 weeks.

Colors:

Navy Blue
Burgundy
Forest Green
Bright Red
Chocolate Brown

Sizes:

Mini Bag:	6 x 3 ½ x 6 inches (W x G x H)
Wine Bag*:	5 x 4 ¾ x 14 ½ inches (W x G x H)
Small Bag:	8 x 4 x 9 ½ inches (W x G x H)
Medium Bag:	11 x 5 x 13 inches (W x G x H)
Large Bag:	16 x 6 x 12 inches (W x G x H)

*For technical reasons due to the tall narrow shape of the wine bags, we must limit the hot stamping to one side only.

Prices:

All Renew™ bags are packed in cases of 100 bags. Our standard pricing includes 1 color foil stamping on each side of the bag and there is a minimum order of 3 cases.

Mini Bag:	\$150 per case.	\$75 hot stamp die charge for the first order plus Ground freight from NJ.
Wine Bag:	\$175 per case.	\$75 hot stamp die charge for the first order plus Ground freight from NJ.
Small Bag:	\$175 per case.	\$75 hot stamp die charge for the first order plus Ground freight from NJ.
Medium Bag:	\$200 per case.	\$75 hot stamp die charge for the first order plus Ground freight from NJ.
Large Bag:	\$250 per case.	\$75 hot stamp die charge for the first order plus Ground freight from NJ.

*The standard die charge is up to 8 x 4 inches (W x H) which accommodates almost all clients. For larger impressions, the dies must be quoted.

Options:

Do you only need your logo on one side?
Need fewer Renew™ bags?
Does your logo have two colors?

- One side logo bags are available for \$20/ case less than standard pricing.
- 1 and 2 case orders are available with a \$50 surcharge. (2 cases at \$25 each, or 1 at \$50.)
- Two color foil stamping is also available at \$50 per side in addition to the standard price.



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