

Presenting: **GREASE CONTROL BY CLIMAX**



Beyond the Box...

Climax Manufacturing Company

Problem Solver: Grease Protection for the Industrial Baker

The Problem:

A long time customer of Climax Manufacturing expressed a concern over grease “show-through” on the bottoms of their pastry boxes. The exquisite croissants, muffins, danish and specialty cakes are delivered to some of the finest restaurants, cafes and hotels in the greater New York metro area. Once delivered, the items are often displayed on the sales counter, presented in the original packaging. As the product is sold, more and more of the box bottom becomes visible. The dark “spots” of grease were just not appealing to the consumer. The challenge was to provide the customer with a “grease-proof” design that would eliminate the dark spots on the bottoms and still allow moisture to vent from the package as it was transported to the customer.

The Solution:

Since it began producing boxes for the Supermarket product line in the early 90's, Climax has applied poly window material to all items they produced for this line. Viola! It made perfect sense to take advantage of equipment we already had in place, and apply the same poly material to the bottoms of the bakery boxes. The end result was a completely grease-proof design, that utilized the customer's existing design and graphics, yet met all of their product presentation needs.

Benefits:

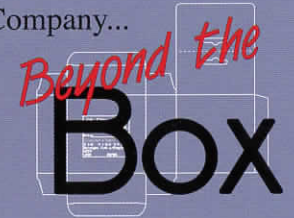
A few very important benefits were realized as a result of this simple solution...

- 1) The customer's expectation for a grease-proof bottom was realized.
- 2) The customer was able to continue with the same box design which resulted in significant cost savings.
- 3) Their customers were pleased that the grease “spots” were no longer visible to the end user.
- 4) Climax continues to serve yet another loyal customer!



Give Us A Chance... To solve your difficult packaging problems.

Climax Manufacturing Company...



Climax Manufacturing Company 7840 State Rte. 26 Lowville, NY 13367 1•800•225•4629

Visit Our Website at www.climaxpkg.com

Climax Manufacturing Company