



BRAND STRONG FOR STRONG BRANDS

Turtle Wax ICE® Shines on Retail Shelves

The “eyes” have it when your car shines and [Turtle Wax®](#), manufacturer of ICE® car care products, partnered with VisiPak to create a clear package ensuring their product would sparkle on the shelf!

Turtle Wax began a search for clear packaging which resulted in the new clear box packaging featuring a 360° window for consumers to view the entire package. This still allowed the manufacture’s insert card to provide full disclosure of the products features without covering the contents.

The clear package container fits nicely on store shelves both in depth of a shelf and with stacking capability making it an easy package to store for both the manufacture and the retailer. In addition, this package can be retained by the consumer for convenient storage.



Clear Box Packaging for Retail Products

High quality clear folding boxes from VisiPak include a proprietary creasing technology to ensure easy assembly, and clear plastic boxes can be made in a variety of shapes and styles.

These economical packages are great for combining the clarity of the material with graphics, providing no need for additional insert graphic art expenses. A selection of various designs for hanging the clear boxes are available.



No tooling charges for clear boxes is another definite advantage, along with lower shipping costs for flat stowing. Assembly time is also reduced due to the single flat sheet folds into one box, eliminating additional components.

And while all these features are great for the manufacturer and retailer, the clear box container itself provides function for the end user. Consumers can retain the clear box for storage.