



**PACK EXPO SHOW DAILY**  
OCTOBER 16, 2007—DAY 2  
xpedx booth S-5627

**XPEDX HELPS EPSON  
BOOST SUSTAINABILITY,  
CUT PACKAGING COSTS**

When Epson, a leading manufacturer of printing equipment, set out to redesign its consumer ink cartridge packaging, the company teamed up with the packaging experts at xpedx.

“A package is an important marketing tool and, at one time, the idea was that the bigger the box, the better—the more likely it would stand out on the shelf and sell,” explains Jack Oleksinski, Epson product marketing manager for supplies.

But changing priorities in the marketplace and throughout the supply chain, as well as Epson’s own commitment to the environment, called for a new packaging philosophy.

“Epson’s trend is definitely toward more compact, more efficient, more green-friendly packaging,” Oleksinski says. “Our retailers and distributors are also looking to maximize shelf efficiency, so a smaller box definitely appeals to their business needs as well. Retailers are feeling a lot of green interest from their customers and they are looking to us to help them respond.”

So, Oleksinski says, “we were definitely looking to shrink the size of all of our consumer ink cartridge boxes.”

The business relationship between Epson and xpedx, one of the largest packaging supplies and equipment distributors in the U.S., goes back many years. But it deepened significantly during the project for Epson’s new ink cartridge box.

The change in packaging philosophy at Epson opened the door for broader involvement by xpedx. “It allowed us to come back to Epson with a simpler, more streamlined box design,” says Jimmy Erramouspe, custom services manager at xpedx El Paso. “The previous design required a lot of material, and was somewhat hard to get into. We knew we could redesign the box to achieve a significant material reduction and streamline the packaging process.”

“xpedx helped us make significant improvements not only in the box, but in our inventory management system,” Oleksinski says. “Their knowledge of the manufacturing

side of packaging was integral to our success in developing a package that was environmentally friendly and business smart."

One key to the environmental and economic benefits achieved with the new design was the elimination of the packing material that previously had been needed to protect the cartridge. "That was an area that yielded a significant reduction in resources and waste," Oleksinski explains. "With the new design, the box serves as its own shock absorber, so no additional protection was needed."

"This entire project is a great example of how being green is good for business. It's the right thing to do—and the smart thing to do."###