



## ALL WEATHER BOOK PROTECTION

# PROTECT



Rapid Close™ Self-Seal bags are made with high strength puncture resistant film

Visit our website for instructional material and video clips that demonstrate the filling and sealing of Rapid Close™ packaging products.

We presently supply directory publishers and distributors located 25 states/provinces throughout North America. Our customer service process can successfully co-ordinate the prompt delivery of your order to a designated warehouse or storage location.

## Sealed Book Protection

OVER THE PAST THREE YEARS WE HAVE SUPPLIED MILLIONS OF RAPID CLOSE™ SELF-SEAL BAGS TO PUBLISHERS AND DISTRIBUTORS IN NORTH AMERICA. PROVEN BENEFITS INCLUDE:

- Stop the damaging effects of rain/snow, heavy winds, dust/dirt and lawn sprinklers
- Eliminate customer complaints, service callbacks, re-delivery costs and book replacement expense. Clean dry directories provide a full year of service to the recipient and are less likely to be discarded or recycled prior to actual use.
- Deliver directories on time - despite the weather, avoid unplanned costs associated with re-scheduling distribution logistics
- A secure liquid resistant seal can be made super fast and just about anywhere, without the need for sealing equipment or mechanical systems.

To insure the successful usage of Rapid Close™ bags, publisher and distributor instruction materials are available.

### Bag Sizes / Pack Information:

Item	Bag Dimensions	Bags / Box	Bags / Skid
SB-1	10"W x 13"L - (25.4cm x 33cm)	2,000	126,000
SB-2	11.5" x 14" - (29.2cm x 35.5cm)	1,500	94,500
SB-3	13" x 15" - (33cm x 38.1cm)	1,300	81,900
SB-4	14.5 x 15" - (36.8cm x 38.1)	1,000	63,000





PRINTED BAGS OFFER THE OPTION TO PRINT CLIENT ADVERTISING, WEB SITE LINKS, LOCAL COMMUNITY EVENTS, ENVIRONMENTAL COMMUNICATIONS AND MUCH MORE.

# ADVERTISE



High impact one or two side printing



Add a bag pouch containing additional advertising materials

Add a removable printed panel /coupon



## Printing Solutions

Printed bags have been successfully used in the delivery of newspapers for the past 12 to 15 years. The directory consumer is exposed to a high impact clutter free printed ad at the time they pick-up their directory, helping to achieve high brand recall in the 60-70% range.

Rapid Close™ bags are available with one or two side Flexographic printing. We can assist you in setting up art files, plates and proofs, as required.

### Printing Options Available:

- Cost effective one color printing! Get the message out using your directory bag and our innovative print methods.
- High resolution Flexographic printing up to 8 colors
- Digital printing plates available. Save time and money by going directly from a digital file to a printing plate(s)

## Promotional Ideas

PRINTED BAGS OFFER A VALUE ADDED COMMUNICATION OPPORTUNITY IN SEVERAL WAYS:

- **Sell printed advertising**, generated from local or national sources along with enhanced exposure for clients presently purchasing directory advertising. Generate revenue and enhance the value of an existing client ad.
- **Educate and inform** the directory user about environmental issues, like:
  - The use of recycled paper used to produce phone books and/or use of vegetable based inks.
  - Where and how to recycle phone directories in the state/province, city/town where the book is being delivered.
  - Offer relevant web site links for phone book facts and directory industry activities
- **Add features** such as a printed tear away panel or coupon at the bottom of the bag for future use by the phone directory recipient. Add an optional inner pouch so collateral materials can be safely contained and presented.

## RAPID CLOSE™ FILMS ARE NOW AVAILABLE WITH RECYCLED PLASTIC CONTENT



# RECYCLE



Print an informative environmental message .

## Recycled Film

Environmental concerns are increasing each year, major retailers and manufacturers are being called upon to demonstrate the responsible use of packaging raw materials by incorporating recycled materials in their finished products. We see the increasing use of the term “product stewardship” entering into use in North America and Europe. Product stewardship is generally defined as a product-centered approach to environmental protection. Also known as extended product responsibility(EPR), product stewardship calls on those that are part of the product life cycle—manufacturers, retailers, users, and disposers—to share responsibility for reducing environmental impact.

Discovery Packaging Inc would like to work with interested publishers and distributors to develop directory packaging solutions that adhere to improved product stewardship. To this end, we are introducing films that contain post-industrial and post-consumer plastic content. We are also exploring the future use of biodegradable and renewable film products derived from corn and sugar cane. As film technology advances, Discovery plans to offer “green” packaging options to the phone directory industry.

**All Rapid Close™ bags can be recycled along with low density Polyethylene plastic.**

## STOCK AND CUSTOM BAG SIZES AVAILABLE

Rapid Close™ bags are available in several stock sizes to fit all common directory sizes. Our standard Header Card pack contains 100 bags; they have been designed to speed up the filling and bag closure process.

For samples, pricing and more information contact us at:

## Discovery Packaging Inc.

Toll Free: 1 866.584.9082  
Tel.: 905.584.9082  
Fax: 905. 584.1130  
Email: [sales@discoverypackaging.com](mailto:sales@discoverypackaging.com)  
[www.discoverypackaging.com](http://www.discoverypackaging.com)

## BAG OPTIONS AVAILABLE:

- Custom bag sizes and film color are readily available
- Flexographic printing from 1-8 colors
- Films containing recycled Polyethylene (post-industrial and post-consumer)
- Removable printed and perforated advertising strip located at the bottom of the bag
- Standard sideweld bags are also available for publishers/distributors that do not require a self-seal closure

Associate/ Partner Member of:

