

What Is This And Why Did I Receive It?

You are viewing the inaugural issue of Sonic Speed, a great way for you to learn about what's happening in packaging today. We sent it to you because you are a valued customer or partner of Sonic and we thought you would be interested. If you'd rather not receive any more emails, that's OK - simply [unsubscribe here](#). Enjoy!

Finally, a New Way to Customize Your Packaging and Save Money

Featured Article by Howard Thau

Oxymorons are fun! Some people like "jumbo shrimp" or "pretty ugly." I like "stock custom" because our company has found a way to make it not so oxymoronic after all.

What is this all about? Let's imagine that you need a new suit. You could buy one right off the rack and take it home---but it won't look good, because the sleeves will be too long and the seat will sag. Or you could spend a boatload of money and have a tailor handcraft a suit to your exact measurements. But if you're like most of us, you'll go for the "stock custom" option: find a suit on the rack, then have a tailor take it in here and let it out there until it fits just right.

What if there were a way for marketers to apply this approach to their packaging? Sonic has developed one---it's affordable and applicable to just about any product. [Click here to read more.](#)

Flow-Through Applicators: A Great Way to Deliver Pre-Measured Doses

Featured Technology

Going Green: The Non-PLA Pouch

If you're looking to package your product in an environmentally friendly way, you're in luck. We've developed a completely biodegradable pouch that is not derived from corn. (Hard to believe, we know.) The pouch protects as well as plastic, is easy to work with, and will help you connect with the earth-concerned public.

A Box Full of Trouble

How do marketers get into trouble when it comes to packaging? It usually boils down to a lack of knowledge, poor communications, or a weak supplier network. If you don't have the experience to consider all the challenges, you might forget an important step--and that could cost you thousands of dollars and considerable time to market.

The Truth About Consultants

Consultants aren't bad. Specialized knowledge can be a big help when it comes to



What happens when somebody scrapes a knee? You get a sterile bandage and some antibiotic ointment, right? And then you apply the ointment to the scrape with your (germy) finger or a cotton swab you found floating around in the bathroom. See the problem? Well, we've come up with a way to administer a pre-measured dose of just about anything---ointments, creams, liquids---without contamination. The Flow-Through Applicator is a hermetically sealed ampoule that contains your product and a built-in brush or swab. It's designed for one-handed use; just break off the tip and squeeze. We can design a Flow-Through Applicator specifically for use with your product, no matter what size or shape you require or what industry you're in---cosmetics, pharmaceuticals, you name it. And this new technology is surprisingly cost-effective.

specific challenges. But when you're considering a project from start to finish, what you really need is a partner who has a broad base of knowledge and experience---somebody you can trust to anticipate problems and re-purpose solutions to suit your needs.

Who is Sonic?

Sonic is proud to be the outsource packaging partner to thousands of companies. Sonic Speed is a way for us to let you know what's happening in packaging today. Learn more about us and our methodology by [visiting our website](#).

If you're ready to get started and want something more in-depth, consider scheduling a [Free Sonic Session](#) or requesting a [Free Sonic Sample Box](#) to see real-life examples of what we can create for you.