



Why Choose Shelf Ready Packaging

Shelf ready packaging (SRP) refers to product packaging that is optimized for efficient stocking and sale. This packaging ensures a smooth transition from manufacturing to delivery to in-store setup.



Safety

Shelf ready packaging is intended to be opened and displayed without the use of any blades, razors, or knives. This limits the potential liability of a retail employee cutting themselves when stocking shelves.



Standardized Stocking

SRP are faced and positioned for ideal retail shopping. Concerns that retailers will under/over-face a product or incorrectly display cartons are virtually eliminated.



Efficiency

Multiple touchpoints aren't necessary for the restocking process. SRP means less time and energy wasted on replenishing store shelves.



Ease of Shop-ability

Directly tied to efficiency and standardized stocking — products are displayed and shopped as intended by the suppliers.



Brand Awareness

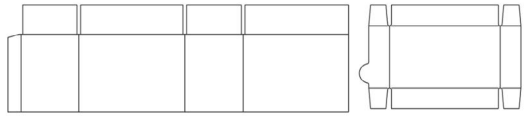
Companies can label their shelf ready packaging with their logo and key messaging to help sell their products, promote their brand, or showcase sales or promotions.



Types of Shelf Ready Packaging

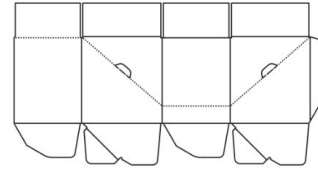
Tray + HSC Cover

This is a two-piece design that is joined, typically by a tape sealer, at the time of pack-out.



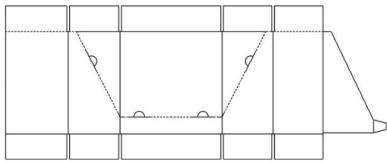
Perforated Case/Tray

This is a one-piece design, building off of the basic regular slotted carton (RSC) or auto-bottom carton, that has additional perforated sections.



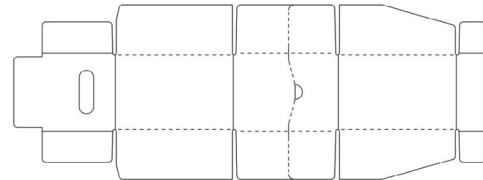
Added Panel Die Cuts

This is a one-piece design, very similar to a perforated case, but with an additional panel or multiple panels.



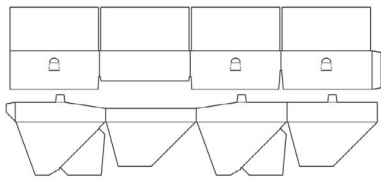
Formed Trays

Typically this is a one-piece design that is constructed with the aid of forming equipment.



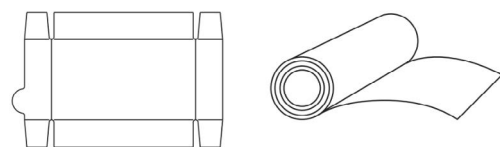
Top Matched Cases

At a minimum, this is a two-piece design that has sections aligned and joined at the time of manufacturing.



Tray + Film

This is a two-piece or three-piece design that incorporates the use of shrink film to combine the product and other packaging components together.



Get Started with Shelf Ready Packaging

It's important to select a trusted and experienced partner who can remove the guesswork and recommend the best solutions to reach your sales goals and objectives.

BennettKC.com/contact