CREATIVIDEO/INDUSTRIAL VIDEO STORYBOARD

CLIENT: Universal Packaging Corp. TITLE:" 2nd DRAFT/DATE 9/9/86

VIDEO:

AUDIO:

TIME:

"Universal Packaging is a team of over 700 people with a single commitment: to provide our customers with consistent, high quality packaging, that will maximize productivity on their packaging equipment.

Last year, our four plants produced over one and a half billion folding cartons, for a customer list that reads like a "Who's Who" of the frozen and dry packaged foods industry. We are unique, not only due to our high-speed, high-tech equipment, but because of our people - highly skilled, dedicated workers who are totally committed to unvaried quality.

If you're already a customer of ours, you're about to meet some of the people behind our packaging. If you're considering Universal as a large volume supplier, you'll see why we're able to produce the finest quality folding carton, and provide a unique level of service and production flexibility, that can adjust quickly to your varying marketing strategies.

Any marketing professional knows what sells a first time customer on what's in your package - it's what's on your package - sharply reproduced, appealing graphics. It all begins at Universal Packaging's sales and service group, in Bow, N.H. This group coordinates all order activity within our four plant system. Account reps are assigned to specific accounts, so that any time you call Universal, you speak to your rep. This continuity, and ongoing collaboration results in a familiarity with your various projects, and an awareness of the particular needs of your process.