

# **THE BEST DESIGN OF FOOD PACKAGING**

## **A SECRET OF NATURAL AND COLORED THREADS AND TWINES THAT WILL BECOME A MAGNET FOR YOUR CUSTOMERS**

1. Is your company the supplier of sausage and other food products? Are you developing an individual and original design for your customers?
2. Most likely, you sell spices, additives, complex mixtures and seasonings, don't you?
3. And, in addition, do you have a supply of a great variety of equipment and appropriate materials for meat and sausage production, smoking fish or cheese?

### **THEN OUR OFFER IS JUST FOR YOU!**

You have a unique opportunity to turn your assortment of products, which you offer to your customers, into the exclusive and useful offer to your customers.

Offer your customers the effective solutions for tying meat, sausages, cheese or fish, which will enlighten their products in supermarkets and shopping halls among similar standard offers of competitors.

Perhaps, every day you listen to critics of technologists and managers of meat-processing factories and enterprises, who constantly complain that they cannot make their products special and unique, don't you? And you already do not know what to offer them...

Your customers are not always satisfied with the assortment of your company as they always lack something. And you would like to solve their problems but sometimes you do not have enough successful solutions...

### **AND MOST OF YOUR WORKING DAYS LOOK LIKE THAT, DON'T THEY?**

You will probably agree that when your customer cannot find a solution to his problem with your help, he goes to your competitor. And there is no guarantee

that he will find the solution there. Now imagine the situation: your regular customer comes to the company of your competitor. He does not find there the solution of his own problem, with which he came, BUT!!! Your competitor has managers, who may draw the customer's attention away from his problem and offer him the set of products he always bought from you. Perhaps the price will be 50 cents cheaper, perhaps he agrees simply being in despair, because he has no hope of finding what he really needs. The result is the fact that you did not find something so special to offer your customer and therefore he left you.

## **AND WE KNOW HOW TO HELP YOU TO AVOID CUSTOMER'S LOSSES!**

Latest marketing and sociological studies of recent years have shown that modern manufacturers are no longer looking for the cheapest products and they buy those goods what solve their problems.

*"The goods are no longer the products of engineers' creation or the managers' offer, but what the consumer indirectly demands."*

(Ted Levitt, the Professor of Marketing, the editor of Harvard Business Review)

World-class experts held numerous conferences within the framework of the exhibition "ALL4PACK Paris 2016", which was held November 14-17, 2016 in Paris. The professionals of the global packaging industry are unanimous that the decisive influence on the success of the company in the product market has the creation of packaging, the elements of which are predetermined at the production stage: form, color, stylistic and decorative elements. Due to the Packaging Magazine forecasts, in the next 20 years the most effective will be individually ordered packaging: individual design, look and form, way of using it and environmental friendliness, which will persuade the customer that his opinion is very important to the manufacturer and that the product he aims to buy is very valuable.

Due to the current socio-economic events, we devoted the last 4.5 years to the systematic analysis of the problems of modern meat producers and came to the conclusion that the expansion of the sales market through lower prices is no longer relevant for the development strategy of enterprises that consider themselves to be committed and valuable to the consumer.

## **WHAT DO MODERN MEAT PRODUCT MANUFACTURERS WANT?**

Modern manufacturers aim to gain the trust of their consumers, to become useful for them. The goods become the main carriers of the value for the customer, and of the financial profit for the manufacturer. It is very important to understand the decision-making process of the consumer.

Besides, the enterprises are looking for the opportunities to enter the export market, which in its turn requires a high level of presentability of the products. As it may be seen, the sales marketing turns into the relationship marketing, which determines the success of the product, and sometimes of the whole company.

## **WE HAVE A SOLUTION FOR YOU HOW TO HELP YOUR CUSTOMERS-MANUFACTURERS!**

TM TWIST ATIK food has 15 years of experience in the production of textile coverings and threads for smoked products, sausages, smoked sausage cheeses, smoked fish, boiled meat loaves in natural and artificial coverings, baked meat and other delicacies.

Thanks to the special individual solutions offered by TM TWIST ATIK-food, a lot of manufacturers have increased their sales by 2-3 times, and their customers point out that sausages, packed and decorated with colored threads, encourage them even to memorize the taste!

Valery Muzikant, the Doctor of sociological sciences, in a series of his researches found out that the decision to buy something in the full of various goods halls and shops, is made by different consumers (ATTENTION!) only in a period of time from 4 minutes 41 s. to 8 min 15 s. Imagine how quickly the customer reacts to any of the goods, which there may be even thousands on the shelves.

That is why each manufacturer can provide the effect of 100% memorization by the creation of the so-called magnet for customers: an exclusive complement to the covering – an individual and authentic textile natural tying in the style of COLOR DECOR.

**TM TWIST ATIK-food** offers to use a traditional, easy to use and such irreplaceable things as colored twine for manual tying. The assortment of

twines and threads of the company includes more than 35 items. We use different modern types of threads, twines and materials. The individual offers of color combinations that are professionally selected due to the sausage covering and label, are simply countless. Our color map has more than 15 colors, out of which (in addition to monotone variants) more than 20 color combinations are made, which have become extremely popular among the Ukrainian manufacturers. Our line of twines and threads, which is usually updated with new color offers, is suitable for the whole range of sausage products - from sausages to ham and boiled rolls.

Manual tying is a familiar and necessary for most enterprises technological process of packaging sausages and meat products. It is easy and available both on small factories and in high-tech automated production.

In the course of expert surveys, it was discovered that sausages, made with the use of natural textile twines, are in high demand, because they are associated with the more natural handmade product. After changing the length and shape of sausages, experimenting with ways of tying and colors of the coverings and twines, you can achieve the unique look of sausages, which will be surely remembered by the customers. And this can be done by any tier on the sausage factory.

**You will be surprised, but our special offer will bring you INCREDIBLE BENEFITS:**

- You will get more financial profit by expanding of your offer assortment.
- Your company will become very special in the sphere of providing the services for meat-processing and food enterprises. You will have an interesting and unique assortment of additional ways of packaging - color tying, which will effectively complement the individuality, originality and peculiarity of the packaging of your customers' products.

Our company provides you with the practical advice on the features and maximum benefits of using different types of twines and yarns, as well as on the influence of different colors on consumers' behavior. We offer specific solutions for each specific task of the manufacturer and provide you with the opportunity to individually order the color and combination of yarns in twine and twisting methods that can meet any individual technological demands, implement and bring into life any ideas and intentions of the most demanding technologists and managers.

**As a result, you will get:**

- satisfied customers-manufacturers, who will finally be able to solve their production and technological tasks. The result is that this customer will be yours forever.
- reputation of the leading company that cares and values its manufacturing customers. The result is the increase of the number of customers.
- additional incomes without any need to invest in new high-cost projects. Just offer an additional tying to the traditional covering. And that's all!

**Are you already successful? Become the best for your customers!**

- Your competitors will simply not be able to lure your customers. Your buyers will remain truly loyal to your company and your goods.
- You tie your luck with the COLOR OF SUCCESS!