



Services Plus is dedicated to helping our customers leverage their brand to become efficient and effective leaders in their markets. Of our three market segments, Brand Enhancement quickly became essential to push the boundaries of our customer's brand success.

One of our largest customers came to us with a product branding issue that needed to be fixed swiftly. One of their major retailers was unhappy with the branding and wanted a change. Up until that point, the industry standard had been pressure sensitive labels that were only on one side. We sat down with one of our vendor-partners to find the best solution that would exceed the expectations of both our customer and their retailer. We created a chip-board sleeve that would allow for three-sided branding, was cost neutral and was recyclable! We developed smart automation to automatically dispense and apply the sleeve to the product. Once the new branding was applied to our customer's product and was out on shelf, the retailer was so enthusiastic that they sent us before and after pictures showing the product's success. Not only were we overly pleased with the success of the project but also with the final outcome, which made our branding idea the new industry standard for this customer!

Here at Services Plus, we want to help our customers in any way we can. Naturally, it is very satisfying to see our customers utilize our branding ideas to help them succeed in their markets. A company's brand is their greatest asset and must always be evaluated to help build and maximize the total value. That is why we constantly look for fresh and effective ways to help our customers and to stay grounded in our values as a company.