



Services Plus is a Custom Manufacturing, Specialty Packaging and Brand Enhancement Company. Up until recent years that is how we have always been viewed, but the paradigm has begun to shift. We are much more than that in an unconventional way, which has helped define our ability to do what we do.

In the past, many of our larger customers would go to outside agencies for product ideas but were limited at product execution. We fell into their picture as specifically a contract partner. We have made it our goal to change this perception and allow our customers to use us through the whole process. A brand manager from one of our customers came to us with a specific opportunity that would take extensive research before we would even begin to produce the product. With the requirement of repositioning an existing product in a different area of a specific retailer, it was up to us to conduct the necessary market research that would aid in a successful launch. Through on-site consumer studies and focus groups that were held here at our facility, we were able to identify consumer purchasing behaviors, preferences and needs of the product. Within 50 days of the proposed opportunity, we were able to present 12 new product ideas with finished graphics, packages and display ideas to our customer. With multiple possibilities, we were able to help our customer decide which option would best fit their price structure, while still reaching their specific target audience.

In situations like this, we want to find the best ways we can help our customers and show them that we are able to do much more than just manufacturing and packaging. That is why we say we are slightly unconventional because it is what helps us show our full potential and create new capabilities. Our passion to exceed expectation and perceptions is the foundation to our success and will continue to help us grow as a company.