

## WHITE-LABEL POWER ACCESSORIES

# From a product idea to a branded offering

Power strips and surge suppressors developed with the customer.

## 01 Refine the equipment

Application, configuration and product requirements.

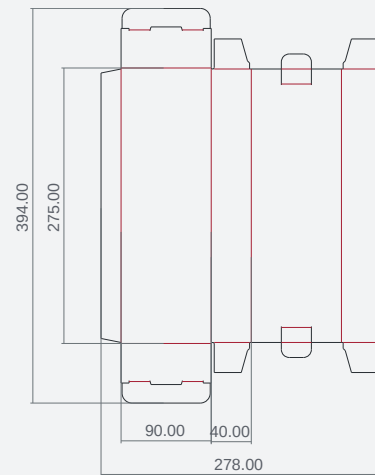
## 02 Develop the boxes

Format, protection and brand presentation.

## 03 Prepare for launch

Labels, instructions and packaging materials.

### PACKAGING DEVELOPMENT



Supplied box dieline

## The customer's starting point

A brand wanted to offer power strips and surge suppressors under its own name. The work covered the equipment, identification, packaging and preparation to introduce it to customers.

## What ComponexX brought to the program

We worked with the customer to refine the equipment, develop the boxes and coordinate launch preparation. Product decisions and brand presentation moved forward together.

FROM REFINEMENT TO LAUNCH PREPARATION

# The work behind the customer's brand

A coordinated product and packaging program.

## 01 Refine the product

Work with the customer on the equipment and its intended use. Keep distribution and surge-protection requirements clear.

## 02 Develop the presentation

Bring the customer's identity into the product labeling, instructions and box design.

## 03 Prepare the launch materials

Coordinate the packaging drawings, box labels, user manual and master-carton artwork for review.

## Bring us the offering you want to build

Start with your market, an existing product or a desired improvement. We can help connect product refinement, branding and packaging in one working conversation.

