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# **MFG Day - A Time to Celebrate Entrepreneurs**

## **Sierra Coating Supports MFG Day and the Innovators Making It Possible**

On October 2<sup>nd</sup>, 2015, we celebrate American entrepreneurship with National Manufacturing (MFG) Day. Manufacturers across the country will open their doors for tours and educational events to raise awareness of STEM education programs and celebrate progress made within the manufacturing industry.

From new start-ups to family-owned businesses that have been crafting goods for generations, our industry would not exist without the new ideas and solutions of innovators and entrepreneurs alike. Companies, like Sierra Coating Technologies, are proud to offer the services that help bring these new projects to life.

As a contract and toll manufacturer, Sierra Coating provides laminating services on-demand for all scales and project applications — especially those that have never been seen before.

To help entrepreneurs understand the steps of taking their idea from prototype

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to high-volume production, our team of experts at Sierra Coating created the ultimate cheat sheet. One of the most critical keys for developing a new product design is the staging and gating process. Our team outlined four steps for young entrepreneurs to keep in mind as they pursue a new project:

1. Consult Research & Development specialists who can offer insight, experience and expertise.
2. Determine the feasibility of your project. Does it hold up to economic analysis?
3. Develop and test your prototype.
4. Continually utilize the staging and gating process to enhance the quality and reduce the risk of failure.

The Sierra Coating team is well-equipped to help minimize the costs and risks associated with new product development through our contract manufacturing services. The treated paper services we offer include a facility for high-volume production, and prototype development can often utilize the very same machines.

We're lucky to work with brilliant new ideas every day. Learn more about our process at Sierra Coating and how you can get a new project off the ground by downloading our new eBook, ***The Stages and Gates of Prototype to High-Volume Production***. We wish all the innovators and creative makers a happy and inspiring MFG Day!

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# Sierra Coating Helps Brand Owners Shine

## Establishing a Distinctive Brand with Packaging

When it comes to creating and marketing a new product, brand owners must factor various considerations. Even at the rudimentary level, entrepreneurs need

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their product to be fully functional, serve a meaningful purpose to consumers, and help establish a distinctive brand within a heavily saturated market.

A highly effective method for establishing your brand is utilizing top-quality packaging. Many brand owners focus more on other aspects of product development, but this is a critical mistake. In addition to safeguarding products from damage, packaging entices potential customers to learn more about the product—this promotes brand recognition, which in turn leads to future sales.



## Stand Out on Retail Shelves

At Sierra Coating, we understand the importance of exceptional product packaging—there's no better way to accentuate the hard work accomplished by brand owners. To teach you the benefits of this practice, our team has created a new eBook titled ***Helping Brand Owners Shine: The Silver Box Advantage***.



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This free-to-download resource provides a detailed overview on the value of packaging, and why it should never be overlooked by any brand owner.

First impressions are vital to future product success.

According to extensive market research, 31% of consumers feel packaging influences their overall product satisfaction and 37% of consumers admitted to never trying a product due to lackluster packaging. When you choose a packaging solution from our company, we can assure that your product will turn heads.

When reading the eBook, you'll become familiar with Sierra Coating's innovative silver folding carton grade made with Metalized Polyester (MET-PET) film. MET-PET is a brilliantly lustrous silver film that can be laminated and permanently adhered to SBS board stock; utilizing this material will instantly elevate your brand recognition, as the glistening finish simply cannot be ignored or forgotten by consumers.

Establishing your brand can be difficult, but Sierra Coating's MET-PET packaging film will provide a professional edge over several other brand owners. Learn more by obtaining your free copy of ***Helping Brand Owners Shine: The Silver Box Advantage*** today.

If you have questions about the silver box advantage or our other packaging solutions, contact us today.

## 3 Ways Industries Are Using Paper Lamination

Manufacturers have been using the process of lamination globally for over a century. One of the earliest variations of this process comes from the French chemist Edouard Benedictus.

In 1903, Benedictus accidentally coated a glass flask with a plastic compound; when the flask fell to the ground, the chemist was shocked to see the glass merely shatter and not break.

This concept behind laminated glass paved the way for several innovations from industrial manufacturers—including those in the paper industry. The modern applications for paper lamination are very distinctive.

- ***Enhanced product protection.***

laminations are ideal for creating a protective layer against substances such as water, oil, or grease; and is a common requirement in food and beverage packaging.

To ensure products remain sterile until they are ready for use, a vapor barrier—a thin, impermeable coating—can be used in conjunction with various laminates to keep moisture and oxygen out of the packaging.

### ▪ ***Security from counterfeiting.***

Paper manufacturers often use specially colored laminating adhesives as a security measure against counterfeit ticketing. When a laminate-treated ticket is torn, the unique color is clearly visible, signifying the ticket's authenticity. These specialized tickets are resilient enough to withstand contact with water and mild bending.

This practice is used with many types of tickets, such as those for sporting events, musical performances, and even public transportation.

### ▪ ***Light “Block Out” Barriers.***

Some laminations are used to create an inside adhesive layer able to block the transmission of light. This “block out” coating is popular for many products that need to keep light from showing through the other side.

These products include advertisements (aisle signs or those found in store windows), trading and playing cards, photographic light boxes, and many others.



## Learn About Our Paper Lamination Services

At Sierra Coating, we have over 20 years of experience providing customers with consistent, high-quality laminated paper products. In addition to being ISO, FDA, and NSF compliant, our products and services are versatile enough to meet the requirements of any application.

For more information on the extensive lamination services we offered, please contact Sierra Coating today