



SWEET BABY RAY'S[®]

GOURMET SAUCES

★★★★

March Madness Playbook



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CLIENT INFO

Ken's Foods, Inc.

Address: 1 Dangelo Dr., Marlborough, MA 01752

Tel: 508.229.1100; 323.315.0256 (SBR)

LAUNCH DATE: March 13, 2022

All product & shipping materials to be in house on March 7, 2022.

QUANTITIES TO SELL: 500

WEBSITE:

Site will be Shopify. They are building it from scratch.

CLIENT CONTACT Information

Tom Murphy - tmurphy@kensfoods.com

Patrick Shea - pshea@kensfoods.com

CPG.IO TEAM

PM Lead: Phil Koberlein

Account Mgr: Rick Holby

CSR: Desiree Diaz

Ship/Pack Tests: K. Razzi

Package Design: K. Razzi

Web: Shashank Gupta





Phil Koberlein - PM



Rick Holby -
Account Manager



Desiree Diaz -
Customer Service



Katherine Razzi - Ship
Test, Packaging,
Graphic Design



Shashank Gupta -
Web Design &
Maintenance





2-5/8"

8"



4"

8-1/16"



4"





QTY 1000 @ 12¢ ea. = \$115.18
(includes 2 recipe cards)

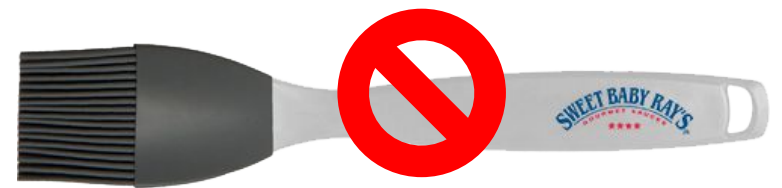
Ken's Foods to supply us with these cards to insert in the shipping boxes.



Sample arrived at CPGIO.



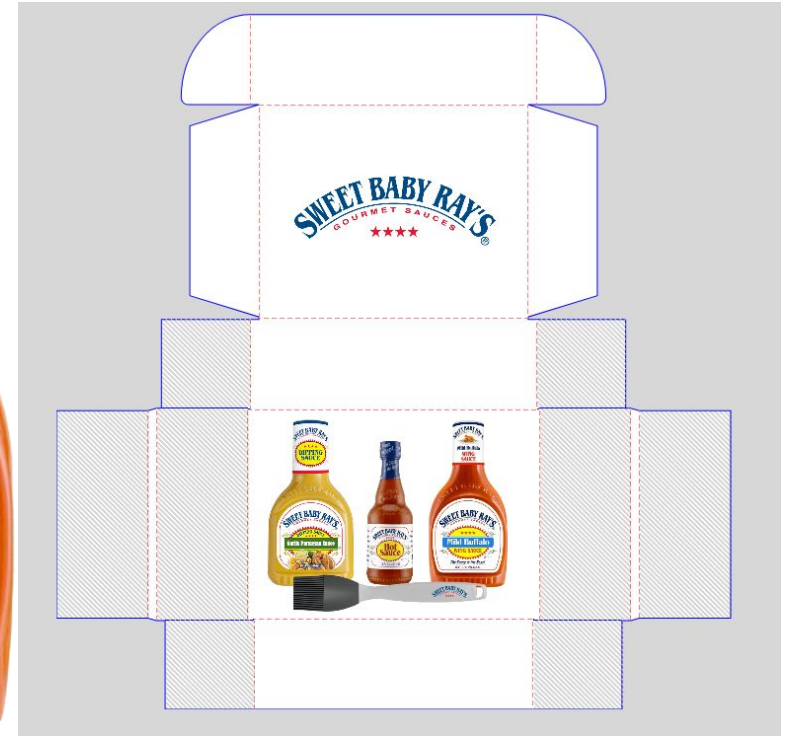
QTY 500 @ \$1.35 ea. & Setup fee \$45 = \$720



QTY 500 @ \$2.53 ea. = \$1265

Hand wipes and basting brush will not be used.
These are here as brainstormed ideas only.





Kraft Brown or Standard White
 Full color inside ONLY.
 Box Size: 12-1/2"W x 9-1/2"D x 3"H (rev)

013409517673 - Sweet Baby Ray's Garlic Parmesan Sauce & Marinade, 16 OZ

013409128442 - Sweet Baby Ray's Buffalo Wing, Wing Sauce, 16OZ

013409516867 - Sweet Baby Ray's Hot Sauce, 12 OZ



Design 1



Kraft Brown or Standard White.

Full color inside ONLY.

Box Size: 12-1/2"W x 9-1/2"D x 3"H (rev)

Design 2



Vendor	Printing	Box Size	Box Color	QTY	Price Each	Total	Lead Time
Packola	Inside Only	12.5 x 9.5 x 3	White	500	\$3.89	\$1,945.00	3 weeks
Dandee (non-custom)	None	12.75 x 11.75 x 3.13	White - Kraft Inside	500	\$1.04	\$520.00	2-3 Days
Dandee (non-custom)	None	12.13 x 9.25 x 4	White - Kraft Inside	500	\$1.17	\$585.00	2-3 Days
Dandee	Inside Only	12.5 x 9.5 x 3	White	250	\$10.27	\$2,567.50	5 weeks
Dandee	Inside Only	12.5 x 9.5 x 3	White	500	\$9.73	\$4,765.00	5 weeks
Packlane	Inside Top Only 4/C	12.5 x 9.5 x 3	White	500	\$3.03	\$1,515.00	Rush 4-6 Days

Packlane:

The difference between printed images and none, is 13¢.

See following slides for costs, ship charges and ETAs.



SIZE

MATERIAL

DESIGN

QUANTITY

RESET

Select color

Add Images

Fit Center Cover

Click to upload
.pdf .jpg .jpeg .png .ai .eps

Remove image

Add text

Request dieline

Upload dieline

Select side: Top

Sweet Baby Ray's

Closed Open

Mailer Box

A beautiful and durable box in white corrugated cardboard that's ready for shipping or retail shelves... [more](#)

Size	12.5" x 9.5" x 3"
Material	White
Quantity	<input type="text" value="500"/>
Unit price	\$3.03
Subtotal	\$1515.00

Checkout

Share Save

Get matched with a packaging design expert from 99designs. Starting at \$349.





Production Speed

Production Turnaround begins at proof approval and is independent of shipping transit time. Our lead times have increased due to high demand, but you now have additional options.

- Economy (estimated 12 - 18 business days)

You are receiving the best production speed available for this order.

Shipping Method ?

Choose the shipping method that best meets your needs.

All times are in business days; ETA includes your selected production speed.

- | | | |
|---|-----------|--------------------|
| <input checked="" type="radio"/> Economy Ground | \$217.20 | (ETA: 2/10 - 2/28) |
| <input type="radio"/> 3 Days, by 4:30 PM | \$608.74 | (ETA: 2/14 - 2/22) |
| <input type="radio"/> 2 Days, by 4:30PM | \$653.42 | (ETA: 2/11 - 2/21) |
| <input type="radio"/> Next Day, by 3PM | \$934.99 | (ETA: 2/10 - 2/18) |
| <input type="radio"/> Next Day, by 10:30AM | \$958.54 | (ETA: 2/10 - 2/18) |
| <input type="radio"/> 2 Days, by 10:30AM | \$1074.24 | (ETA: 2/11 - 2/21) |
| <input type="radio"/> Next Day, by 8:30AM | \$2802.05 | (ETA: 2/10 - 2/18) |

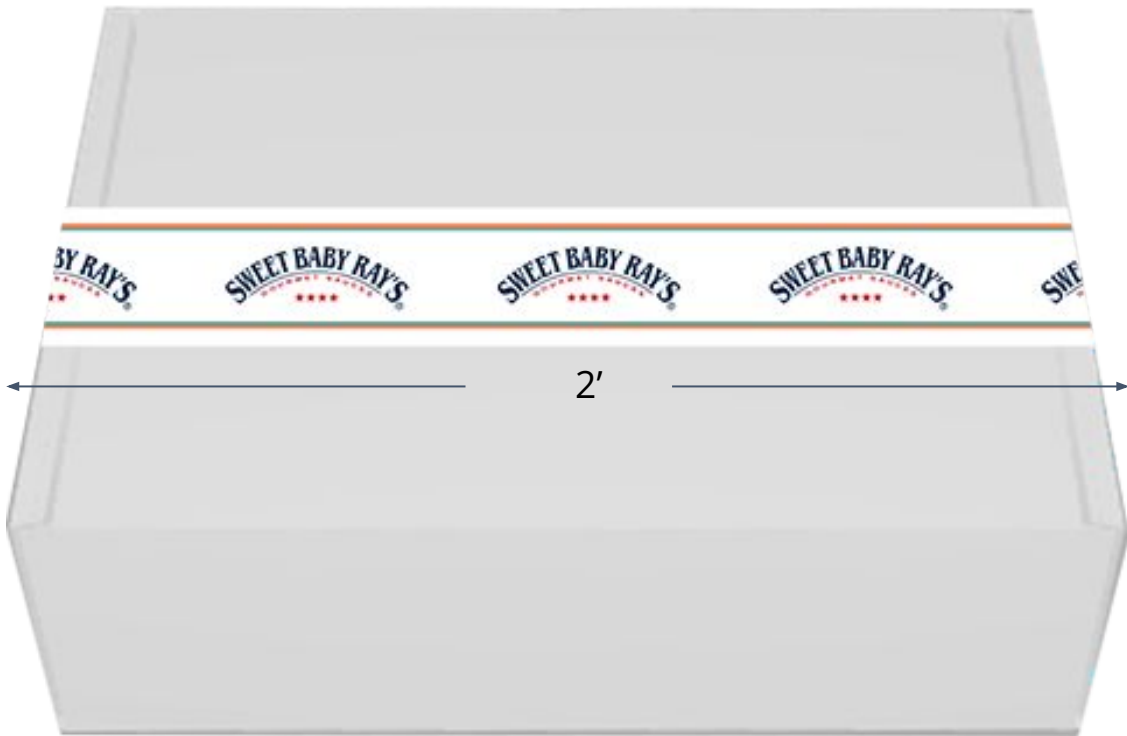
Thank you for considering a large order with us! Due to the shipment size, this order may ship via LTL Freight. Refer to our FAQ on How Do Freight Deliveries Work for details and email our Customer Support team if you have any questions.

* Due to COVID-19 disruptions, FedEx and other carriers have retracted guarantees on expedited delivery methods and extended surcharges on most shipments. Dates represent estimates only and we advise allowing for significant extra time in placing date-sensitive orders.

Tax charges



CALCULATE TAX & PROCEED TO PAYMENT

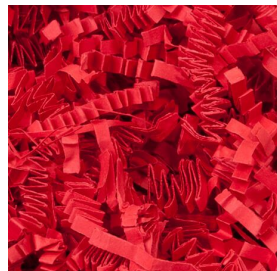


If using as shown on widest part of this box (12-1/2"), usage is approx. 2' or a bit less.

200 Boxes = 1,500 ft = \$119

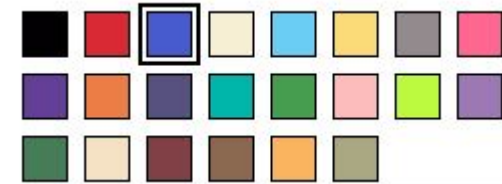
100 ft	\$19
300 ft	\$19
1,500 ft	\$119
3,000 ft	\$223
6,000 ft	\$417





500 kits
1 ctn fills 30 mailer boxes.
500 kits

More color selections available.



2 handfuls of crinkle = approx \$1.00 per box.
(27-30 kits per carton of crinkle.)

Convenient 10 lb. carton is UPSable.



MODEL NO.	LBS./ CTN.	PRICE PER CARTON			COLOR	IN STOCK SHIPS TODAY
		1	5	10+		
S-6119OR	10	\$40 per carton any quantity			Orange	1 <input type="button" value="ADD"/>

Model #	Description	Qty	Price	Total
S-6119OR	Crinkle Paper - 10 lb, Orange	4	\$40.00/CT	\$160.00
			SUBTOTAL =	\$160.00

Ken's Foods selected Navy Blue S-6119NB.

Order crinkle as needed. Start with 2 ctns. = \$80.00.

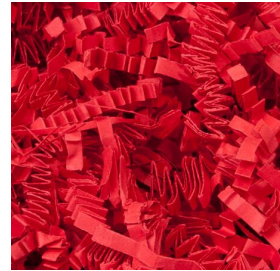
MODEL NO.	LBS./ CTN.	PRICE PER CARTON			COLOR	IN STOCK SHIPS TODAY
		1	5	10+		
S-6119NB	10	\$40 per carton any quantity			■ Navy Blue ▾	<input type="text" value="1"/> <input type="button" value="ADD"/>



Convenient 10 lb. carton is UPSable.



2 handfuls of crinkle = approx \$1.00 per box.
(27-30 kits per carton of crinkle.)



Box \$3.89 + Crinkle \$1.00

Navy blue SBR color for crinkle
Labor is .50 per touch.

Box + Shipping + Tap = 1.50 Labor

Above + 3 bottles + note/card + Insert = 3.50

Ken's team is sourcing inserts
CPGIO paying for packaging and billing back



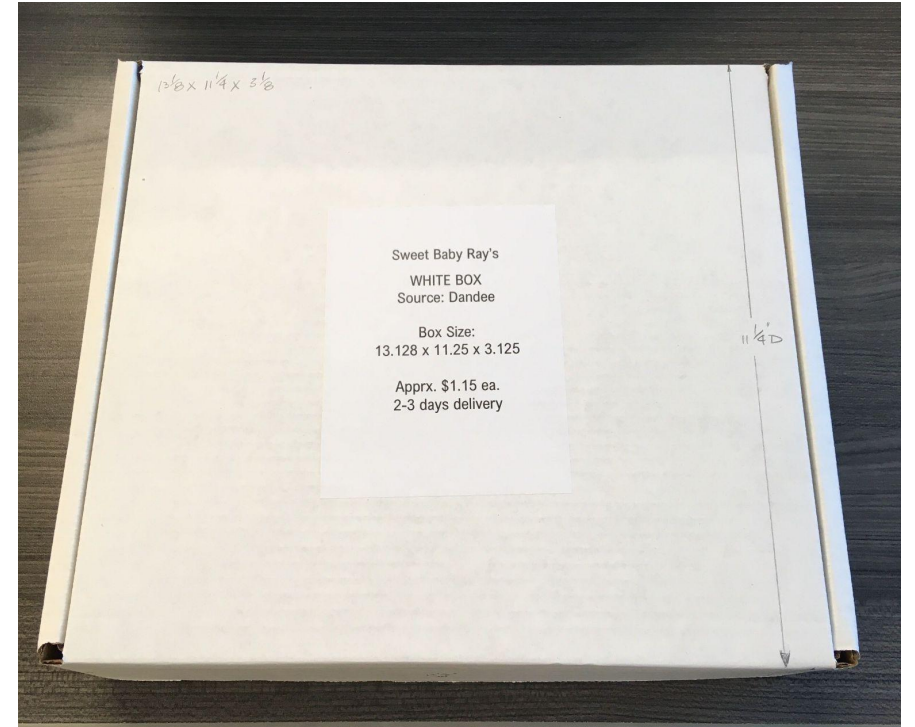
It was discussed by CPGIO that sealing this type of box should be affixed with the branded tape vertically instead of horizontally. This will require less tape as well.



+ Ship Tape \$0.15 = **\$5.04 Per Box**

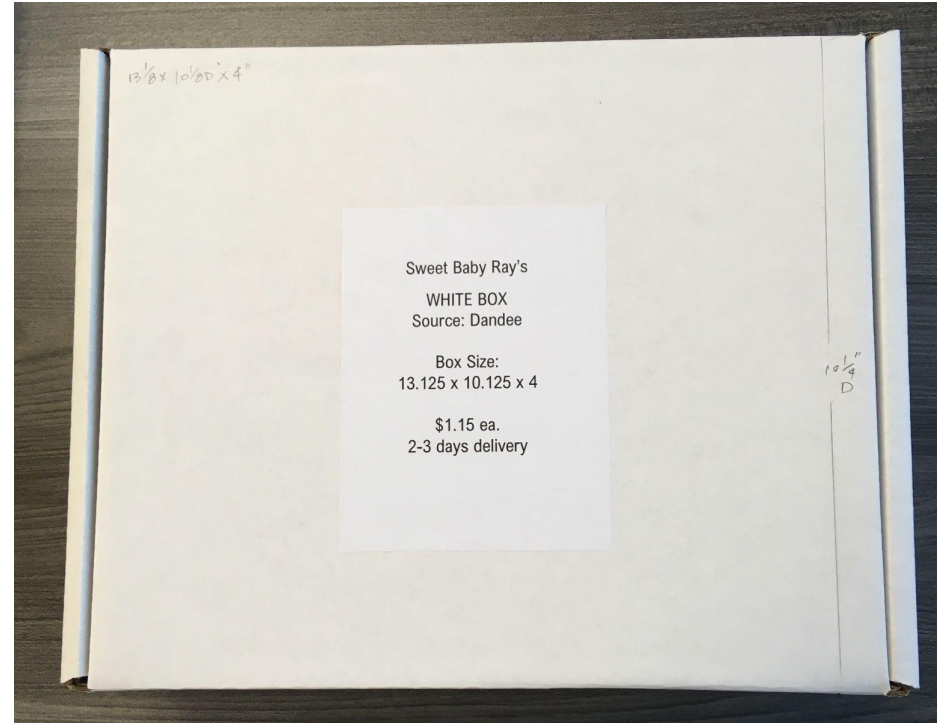


Final, approved art. 1.27.22



Box Size:
13.125 x 11.25 x 3.125

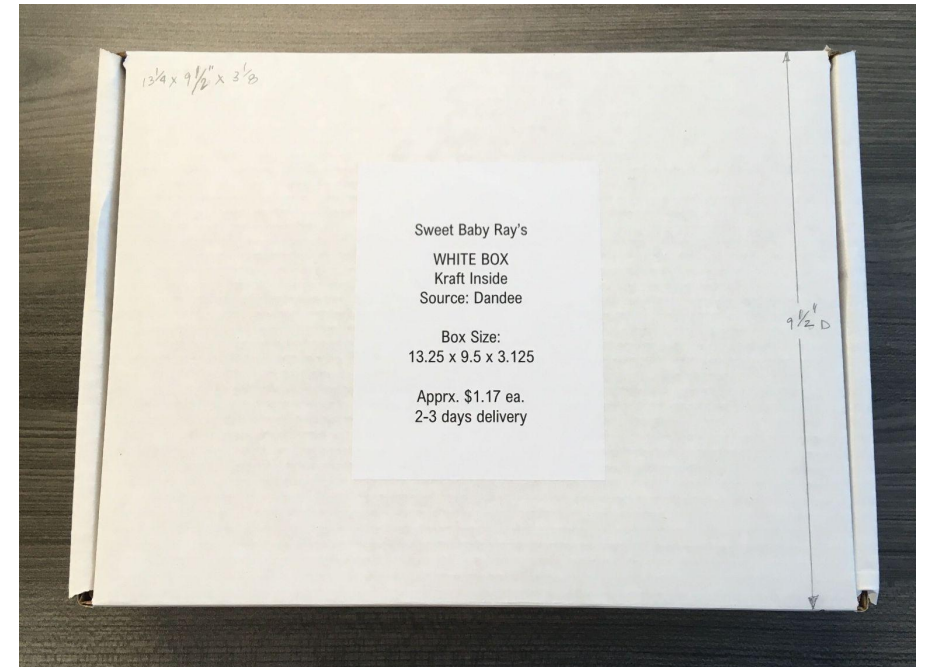
Apprx. \$1.15 ea.
2-3 days delivery



Box Size:
13.125 x 10.125 x 4

\$1.15 ea.
2-3 days delivery





Box Size:
13.25 x 9.5 x 3.125

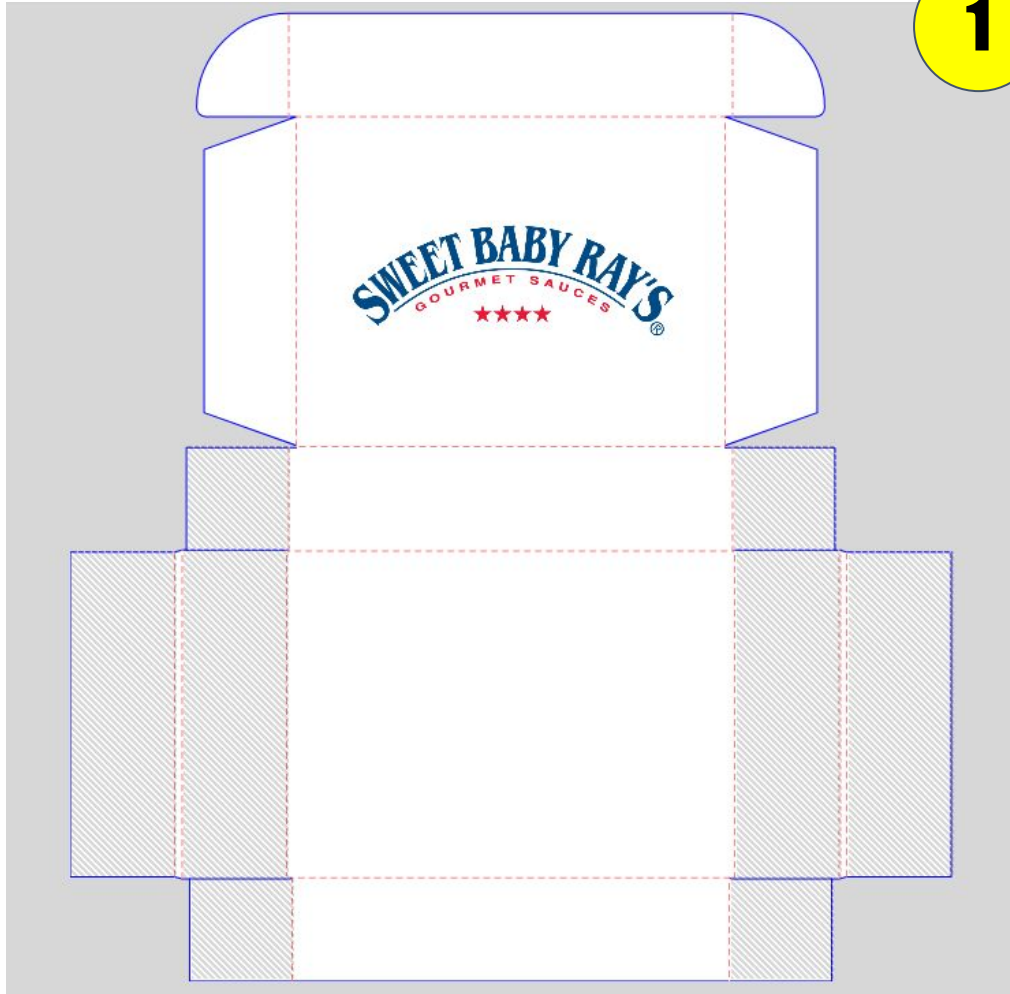
Apprx. \$1.17 ea.
2-3 days delivery



QTY: 500 MAX

1

Assemble the shipping box.



Convenient 10 lb. carton is UPSable.

2

Add 2 handfuls of navy blue crinkle.



3

1. Place bottles in box as shown with the Hot Sauce in between both plastic bottles.
2. Pinch crinkle between each bottle and their necks to thwart movement in shipping.

4

3. Place 2 recipe cards on top over all.
4. Close box.



5

Affix branded tape across opening of the mailer box as shown.



6

Affix shipping label lower right on top of box as shown.

