

Photo

Sept 30

#3

ADVERTISING FEATURE

Instabox.com

Calgary Edmonton Vancouver



Quick supply and quality products make Instabox your best packaging solution

A cardboard box may seem like an ordinary thing, but it's a vital part of moving products safely into the marketplace. For 33 years, Instabox has proudly manufactured custom-designed packaging in Calgary and Edmonton. The Alberta-based manufacturer continues to build on its national reputation as a premiere designer and fabricator of custom-made boxes and containers for specialized client needs.

Instabox has become the first choice for many firms and agencies that need eye-catching packaging to help kick off an advertising campaign, establish their brand, introduce new products, or stand out in a crowded retail market. Specialized items like ballot boxes, entry draw boxes, point of purchase display boxes, software boxes and other unique packaging bear the Instabox seal.

Most importantly, Instabox is local. That means you can get what you need precisely when you need it. There is no need to buy truckloads of boxes or waste valuable warehouse space storing them. Instabox has two manufacturing facilities in Alberta, and that allows them to meet your needs quickly and efficiently.

"We're the best around, and our track record proves it," General Sales Manager David McCartney proudly declares. Instabox was started in Edmonton in 1975 with a handful of employees, and has grown into a large operation with over 70 employees and manufacturing plants in Calgary and Edmonton. The



David McCartney – Alberta General Sales Manager

company started making the familiar brown cardboard cartons, but as business needs evolved and marketing and merchandising became more sophisticated, Instabox developed a niche market in designing and manufacturing specialty, small quantity custom display boxes in various sizes and shapes. From its Alberta base, Instabox has extended its client list and now serves customers from coast to coast across Canada through the internet at www.instabox.com

The key strength of this Alberta-based company is its staff

The employees at Instabox represent one of the company's greatest assets. Instabox is proud to acknowledge the skilled and dedicated production crew, the committed and efficient shipping department, and the knowledgeable and friendly sales team as key contributors to the company's success.

Instabox recently created a new position, Alberta General Sales Manager, for David McCartney who has guided the Calgary branch through several years of record-breaking sales growth. The Instabox plant in Edmonton is now also benefiting from his insight, experience, and "people first" philosophy.

While Instabox does sell stock boxes such as moving cartons and mailers, 80 per cent of their business is derived from custom box projects. Custom boxes can take virtually any form from a heavy-duty crate box for the oil patch to a custom display box for the retail industry. The possibilities are as diverse as our clients. "Eighty per cent of our business is custom boxes.

Having the design, machine setup and

manufacturing all under one roof gives Instabox the flexibility to quickly respond to client requests and fill orders of various sizes," McCartney adds.

Instabox has developed strong customer loyalty. "We get a lot of referrals and a lot of repeat clients. They come back because we go that extra mile for them," McCartney says. At Instabox, clients are viewed as stakeholders in the company's success. Thanks to the many clients whose focus has shifted toward lean manufacturing processes, Instabox's manufacturing strategy has also evolved. They have adopted new procedures and purchased new equipment to manage the demands of their just-in-time clients.

To find out how Instabox can help find the right solution for your custom packaging needs, contact them in person at the locations listed below, or visit their website at www.instabox.com



We have almost twenty qualified sales consultants to help you with your custom packaging requirements.



Two manufacturing facilities in Alberta! Allowing for fast order turnaround.



Instabox

Calgary Edmonton Vancouver

EDMONTON

16208-114 Avenue
Tel: (780) 452-9522
Fax: (780) 452-3876
Toll Free: (800) 661-9949

CALGARY

1139-40 Avenue NE
Tel: (403) 250-9217
Fax: (403) 250-8075
Toll Free: (800) 482-6173

Handwritten initials/signature