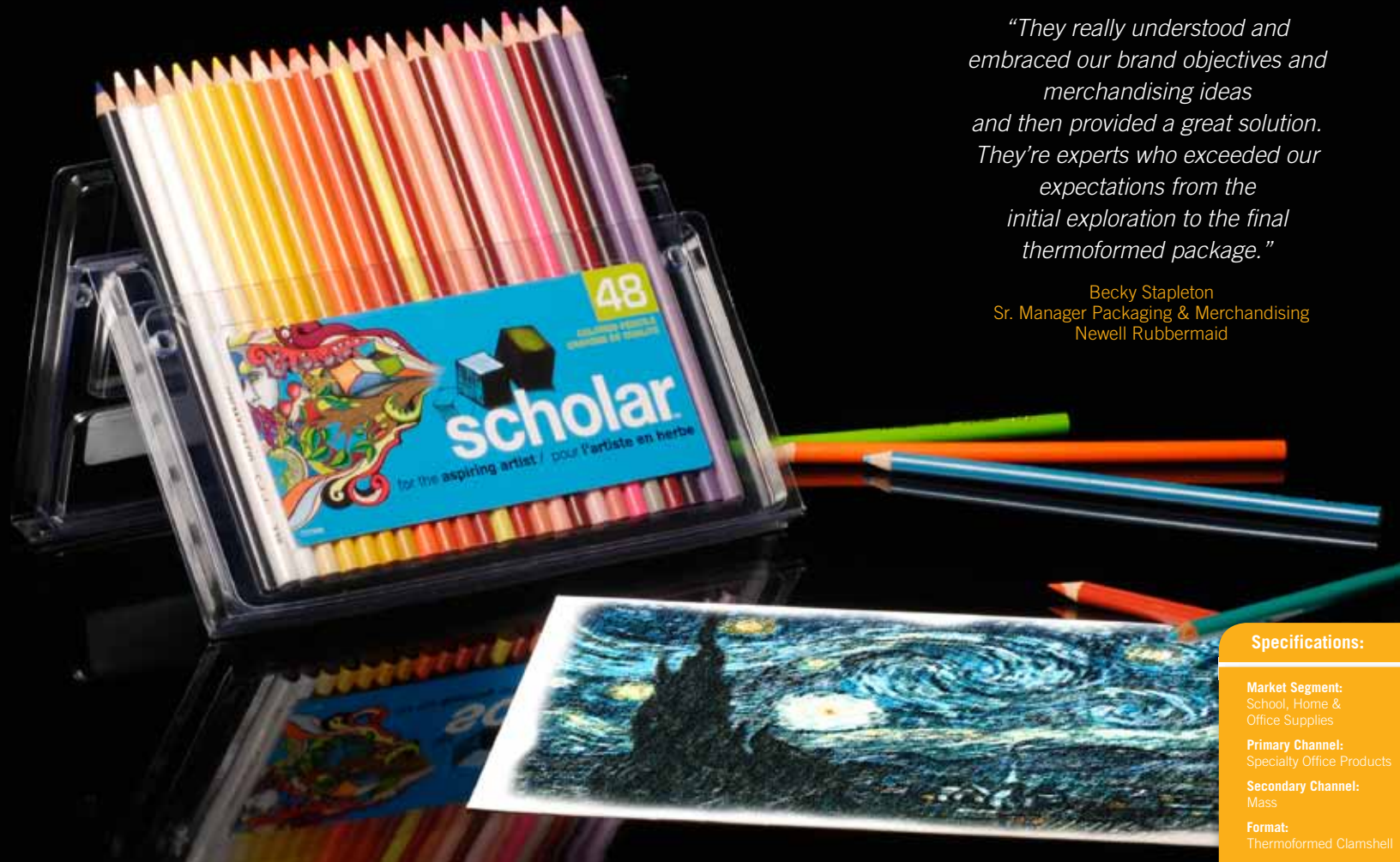


Case Study:

# Prismacolor Scholar Artfully Done



*“They really understood and embraced our brand objectives and merchandising ideas and then provided a great solution. They’re experts who exceeded our expectations from the initial exploration to the final thermoformed package.”*

Becky Stapleton  
Sr. Manager Packaging & Merchandising  
Newell Rubbermaid

## Background:

Prismacolor® wanted to re-introduce the Scholar™ line of art products to developing artists and their teachers at the middle school and high school levels. They knew art teachers recognized and trusted Prismacolor products and they knew teachers are a major influence in the products students use and purchase. However, brand research showed the current two-piece chipboard box lacked durability overall, and functionality when converting it into an easel. Research also indicated that students prefer to see the product and colors to be reassured of what they’re purchasing.

## Solution:

The thermoformed clamshell, with plenty of features, met all of Prismacolor’s needs and was preferred over a chipboard box by 80% of students tested. Perhaps the best part of Transparent Container’s design is the easel functionality. The design does double-duty with built-in snaps that keep the pack shut and secure, but they can be easily unsnapped to allow the front flap to fold behind the pencils and snap again to create the easel feature.

The clear package provided the product visibility students and teachers wanted, but meant the pencils needed to be placed in color order to enhance visual appeal. Prismacolor determined the order and Transparent Container insured the

packaging structure would integrate with the current pencil collating equipment while maintaining expected efficiencies. The thermoformed package has provided other bonuses as well: it has reduced warehouse and inventory costs due to the design’s nesting feature (the chipboard box did not ship flat and required more storage space); it provides good protection during shipment and merchandising; and it’s extremely durable, portable and reusable. It’s precisely what teachers, students and Prismacolor wanted.

## Specifications:

**Market Segment:**  
School, Home &  
Office Supplies

**Primary Channel:**  
Specialty Office Products

**Secondary Channel:**  
Mass

**Format:**  
Thermoformed Clamshell

**Materials:**  
.020 PVC