

# Survey of Major Yellow Pages Advertisers \*

## Boxes - Corrugated & Fiber

### Comparative Ad Analysis for \_\_\_\_\_

<b>Products Offered - Types, Uses &amp; Important Services:</b>	Corrugated (Stock) Boxes Mailers/Custom Crating Bookfolds/White Boxes Binder & File Storage Boxes Inner & Outer Packaging Packaging & Shipping Supplies Multi-Depth/Custom Boxes Automatic Lock Bottom Boxes Corrugated Rolls, Sheets, Pads Computer Industry Mailers Moving Cartons – for China, Books, Linens, Mirrors, Hanging Garments, TVs, etc. Tubes/Padded Bags Bubble Bags/Bubble Wrap (Styro-) Foam Packaging <b>NUMBER OF SIZES FOR BOXES, MAILERS, ETC.</b> Heavy Duty Cartons/Mailers New & Used Boxes - Buy & Sell Complete Moving Supplies Boxes for Shipping Problems	Heat Sealers/Tape Dispensers (Graphic) Design Service Kraft Papers/Rolls/Sheets Poly Bags/Stretch Film Sealing Tapes - Gummed, Pressure, Strapping Labels/Label Tape Packaging Equipment/Supplies Corrugated Partitions Wrapping Tissue Loose-Fill Chips Hanger Packs / Indestructos Loose Packing Fill/Peanuts Steel/Plastic Strapping Slotted Cartons Point-of Purchase Displays Die-Cut Cartons/Job Lots Collapsible, Reusable Containers Gaylord Boxes/UN Cartons Metalocene Bags/Vinyl Products e-Commerce Shipping Supplies Multi-Media Boxes/Military Boxes	(Counter) Displays Presentation Folders Bankers Boxes/Set-Up Boxes/File Boxes Air Cargo Containers Single Face Corrugated Masking/Filament/PVC Tapes Slipcases/Trays Mailing/Spiral/Paper Tubes Packing List Envelopes Twines & Cordage Towels/Toilet Tissue/Wipers Napkins/Cups / Label Laminating Pallet Cartons/Plastic Pallet Covers <b>EMPHASIS ON “IN-STOCK”</b> Anti-Static Bins/Totes/Front-Tuck Mailers for Static-Sensitive Items Plastic Sheeting/Label Laminating Fire Retardant Containers Void-Fill Air Bags Special/Custom Sizes Made to Order Cube/Flat/Tall/Long/EZ Fold/Side Load
<b>Confidence Factors:</b>	Years in Business <b>EMPHASIS ON IMMEDIATE DELIVERY</b> Fully Insured (Shipping Svc) Customer Service Department 24-Hour/7-Day Service	Personalized Service Computer-Aided Package Design Corrugated Box Manufacturer Same or Next Day Delivery Brands – 3M, Rubbermaid, etc. “100% Buyback Guarantee”	Size of Inventory Stated “Huge Savings on Over-runs” “Automatic Gluing for Regular Slotted Cartons” Award Winning POP Displays “Environmentally Concerned”
<b>Convenience Factors:</b>	Toll-Free/Fax Number Credit Cards/Rush Service Custom Sizes to Order Call for Price Quote Calling Hours/Days “Our Own Fleet of Trucks”	<b>MULTI LOCATIONS</b> Free/Immediate/Fast Delivery <b>LARGE STOCK</b> Shipping – UPS, FedEx, etc. Salesperson Available No Order Too Large or Small	Website/E-Mail Address “Full Line of Packaging Products” <b>Invitation to Visit Website</b> “Stock & Release” / Free Parking Open Saturdays Free Catalog / (Free) Samples
<b>Special Services or Extras:</b>	New Customer Discount “Mention Ad for Free Tape” Buy Overruns and Misprints Grocery Bags	Janitorial Supplies “Just-in-Time” Delivery Buster Packaging Shipping Service (Details)	Printing (Custom Flexo) Foil Stamping/Sewn Products "Internet Shipping Specialists" Storage Units for Rent / Volume Discount
<b>Typical Related Headings:</b>	Paper Products Self-Storage	Packaging Materials Boxes – Paper	Packaging Service

\* A Survey of B-to-B and consumer Yellow Pages in NY, Cal., Col., NJ, Ill., Ohio, Penn., and Texas.  
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