



**IF YOU WANT MORE CUSTOMERS TO  
BUY YOUR PRODUCT, MAKE IT EASIER  
FOR THEM TO BRING IT HOME!**

Our handles make heavy and bulky packages easy to carry.  
For just a few cents, you get a competitive advantage that  
influences your customers at the point of purchase.



**PERSSON**



Get A Handle On It.

[www.perssoninnovation.com](http://www.perssoninnovation.com)



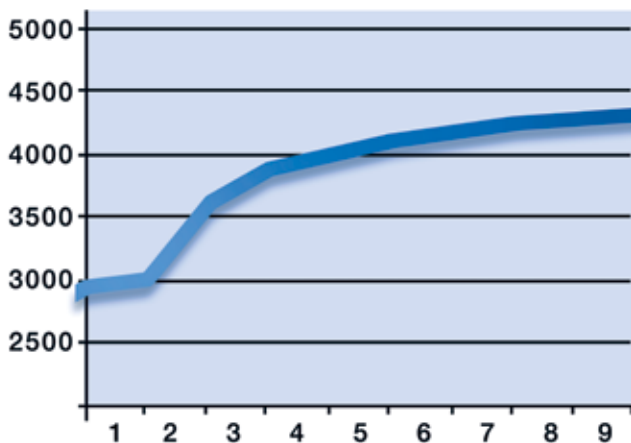
## GET A COMPETITIVE MARKET ADVANTAGE FOR JUST A FEW CENTS.



Handles are becoming a feature that consumers are expecting on heavy and bulky packages. Everyone is tired of juggling with boxes that are not made to be carried. Persson's handles are the solution. For only a few cents per package, you can provide your customers with the solution they will appreciate.



**HANDLES ON YOUR PRODUCT'S PACKAGES CAN PROVIDE A QUICK INCREASE IN SALES AND PROFIT.**

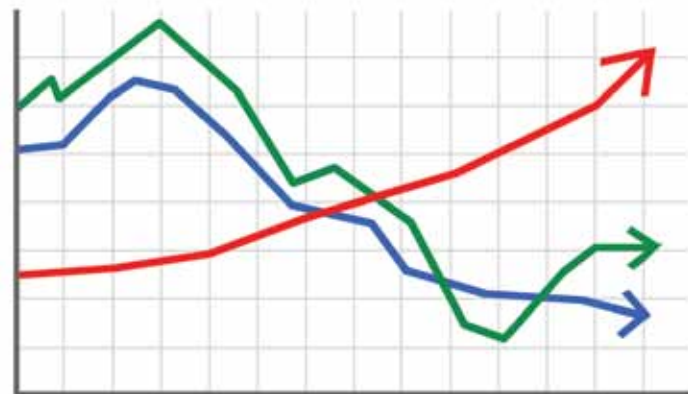


When you add a handle on your package, you can expect an instant increase in sales at the expense of your competition. When customers compare products with and without handles on their packages, they choose the one with the handle.



**PERSSON'S HANDLES HELP DEVELOP NEW BUSINESS, BRAND LOYALTY AND REPEAT PURCHASES.**

Persson's handles provide a competitive market advantage at the moment when it matters most – the point of purchase.



• Brand A (with handle) • Brand B • Brand C

Persson's handles can drastically increase your sales and your market share at the expense of your competitors.

Persson's handles show your customers that you appreciate their business by providing them with the features they need and expect. New customers turn into loyal customers and your brand develops.



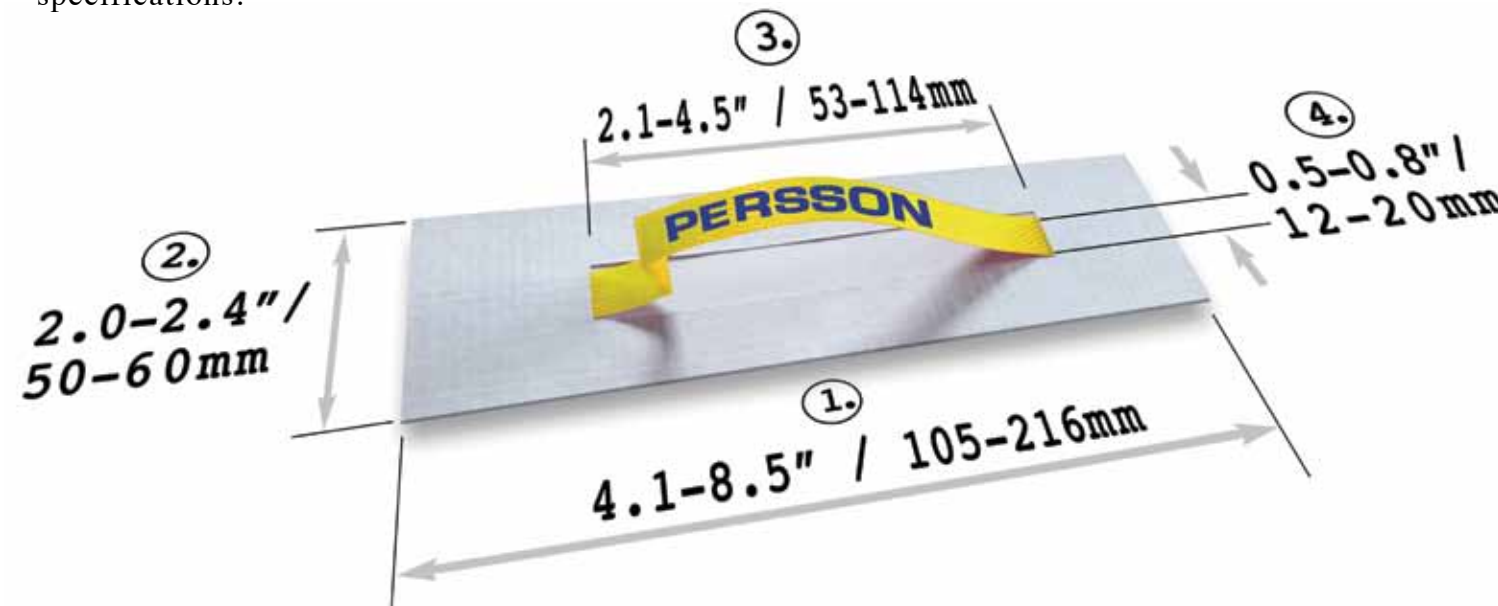
Persson's handles are lightweight, thin and made from exceptionally strong materials that hold up to 40 pounds. When applied, Persson's handles are fully integrated into the package to lay flat and not protrude when packing, storing or transporting your product.



**Persson's thin strap handles hold up to 40 pounds.**

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Persson's handles can be made in any color or color combination with a logo or message of your choice printed on the handle. Persson's handles come in various combinations of paper, polypropylene and polyethylene, depending on your needs and specifications.



Persson's handles can be made in a variety of sizes to suit specific needs and customer expectations. We provide you with needed insight to get a handle that holds up to your product's weight, while providing your customer with a comfortable grip.



**WE PROVIDE YOU WITH A FULLY AUTOMATIC APPLICATOR THAT KEEPS YOUR COST TO A MINIMUM.**



Our fully automatic, high speed applicator works as part of your packaging production line. Your package is complete with the handle attached and ready to use in one in-line production process. No extra labor is required. The low cost handle and automatic applicator give you a strong and reliable handle at an exceptionally low cost.

**PERSSON**

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## PERSSON'S **NEW** STICK•A•GRIP HANDLES CAN BE ATTACHED TO ANY BOX.

Persson offers a new handle that customers themselves attach to their purchase. Persson's STICK•A•GRIP handles can be attached to most packages and are strong enough to carry up to 40 pounds. They come with a convenient grip that is comfortable for the hand, making even extended carrying comfortable.

When you offer Persson's STICK•A•GRIP to customers, you make your customers able to buy more.



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