

**KELLY BOX  
AND  
PACKAGING**

*Our Website*

# OUR OLD SITE

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## Problems:

- Not customer-focused
- Looked outdated
- Text-based (not enough visuals)
  - Boring
- Did not sell company vision
- Message/Goal: What we do now/What have we done.
- Static: No movement, very little amount of changes throughout the years



# KELLY BOX & PACKAGING CORP.



260-432-4570

2801 Covington Road  
Fort Wayne, IN 46802

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## KELLY BOX & PACKAGING CORPORATION

FOR YOUR  
TOTAL  
PACKAGING  
NEEDS

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Packaging Resource  
newsletters](#)



### WELCOME TO KELLY BOX

Kelly Box & Packaging has been in the packaging business for more than fifty years...a testimony in itself to customer commitment and satisfaction. From consultation and design through manufacture, storage, and shipping, we'll work with you to create packaging solutions that fit your needs perfectly.

Kelly Box and Packaging offers [Corrugated](#) cartons in a large assortment of standard sizes, [stock boxes](#), corrugated pads and die cutting.

[Corrugated pallets](#) are designed based on the individual requirements of your company and product. Corrugated pallets are a low-cost, strong flexible alternative for all of your shipping and storage needs.

Kelly Box supplies cushioning and each product has specific properties that we match to your protective needs. We can also implement foam-in-place systems and offer other unique solutions using protective materials as; [Bubble Cushioning](#), [Poly Foam Cushioning](#), [Loose Fill](#), [Cellulose Wadding](#), [Single Face Corrugated](#), [Instapak Foam in Place](#), [Polystyrene](#), [Polyethylene Plank](#), and [Polyurethane Foams](#)

[Poly Bags and Sheeting](#) can be used in a wide variety of packaging applications. We can also special design and order bags and sheets to meet your needs.

[Folding Cartons](#) can be manufactured from a variety of materials from chipboard to "E" and "F" flute corrugated. They can be printed in up to five colors to produce a pleasing retail enhance image.

Kelly Box also sells a wide variety of miscellaneous packaging supplies. Including: [Banding and Strapping](#), [Tapes](#), [Mailers and Shippers](#) and [Stretch Film](#)

[View the Kelly Box Video Tour](#)

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## PRODUCTS



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### Corrugated

Kelly Box and Packaging offers corrugated cartons in a large assortment of standard sizes. Click the following to learn more about the product.

[Manufactured Cartons](#)  
[Corrugated Pads](#)  
[Die Cutting](#)

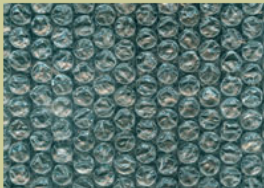
### Corrugated Pallets

Kelly Box will design corrugated pallets based on the individual requirements of your company and product. Corrugated pallets are a low-cost, strong, flexible alternative for all of your shipping and storage needs.

### Cushioning

Each product has specific properties that we match to your protective needs. We can also implement foam-in-place systems and offer other unique solutions using protective materials that are listed below. For more information click on the following cushioning materials.

[Bubble Cushioning](#)  
[Poly Foam Cushioning](#)  
[Loose Fill](#)  
[Cellulose Wadding](#)  
[Single Face Corrugated](#)  
[Instapak Foam in Place](#)  
[Polystyrene](#)  
[Polyethylene Plank](#)  
[Polyurethane Foams](#)



### Poly Bags and Sheeting

These products can be used in a wide variety of packaging applications. We can also special design and order bags and sheets to meet your needs. Click on the following for more information:

[Stock Poly Bags](#)  
[Special Order Poly Bags](#)  
[Gusseted and Poly Rolls](#)



### Folding Cartons

These cartons can be manufactured from a variety of materials from chipboard to

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## SERVICES



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**Utilizing the latest technology and relying on years of experience, our design staff will create practical designs for your products.**

The automatic cutting table has capability of creating samples up to 66" x 120" in size through direct file transfer from the CAD system. Our designers sample in corrugated as well as many other custom packaging materials such as foam, wood, poly, and molded foam.

Mullen test, edge crush test, shake tests and compression testing are a few of the capabilities that are available to save valuable resources and also give the customer an economical solution to their packaging needs.

**Warehousing is a key to any service oriented corrugated supplier.**

Our 250,000 square feet of on-site warehousing provides ample space for the varied inventory control options we offer. Programs such as split shipments, JIT, run and holds, and others are tailored to suit the customer's specific needs. Items are computer monitored with preset min/max levels and next day delivery is standard. In some areas, same day delivery is available.



**Production, scheduling, and customer service must work together effortlessly to make it happen.**

Our customer service, production, and purchasing personnel have over seventy years of combined experience with Kelly Box. They have the authority to expedite both production and transportation schedules in order to meet your requirements.



**Our shipping department runs 7 am to 5 pm, Monday - Friday, but special arrangements can be made to fit any delivery.**

A total of 21 docks, 28 trailers and 16 company owned vehicles that range from vans to tractor-trailers provide ample space for coordinating on-time deliveries and receipt of raw material.

# OUR NEW SITE

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## × Goals:

+ *“What can we do for you”- what do you need us to do? We can do it.*

+ Get a salesman in front of the customer

× **Dynamic: constant changing (visuals and text)**

× **Visual**

× **Able to be updated by Marketing Coordinator at any moment**

× **Customer Interaction**

× **Employee involvement: KBPC-Team oriented**

# ANALYSIS OF NEW WEBPAGE

- ✦ **Five major potential groups that look at site:**
  - + **Potential customers**
  - + **Current Customers**
  - + **Potential Employees**
  - + **Current Employees**
  - + **Competition**



# POTENTIAL CUSTOMERS

- ✘ What do we sell?
- ✘ What do we manufacture/  
equipment?
- ✘ What is our niche, our Brand?
- ✘ How is our quality?
- ✘ Service?
- ✘ Our Goal...get salesman in.



# CURRENT CUSTOMERS

- ✘ What is KBPC's additional products?
- ✘ What equipment do they have?
- ✘ What are their capabilities?
- ✘ What are they promoting?
- ✘ What is their Brand/image?
- ✘ How big is KBPC?
- ✘ How much capacity?
- ✘ Are they dependable and Secure?



# COMPETITION

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- ✘ How big are they?
- ✘ Are they formidable competition?
- ✘ What are they about?
- ✘ Are they creative and progressive?



# POTENTIAL EMPLOYEES

- ✘ What is KBPC?
- ✘ Are they progressive?
- ✘ A good place to work?
- ✘ Dependable?
- ✘ Secure?
- ✘ What type of Market are they in?



# CURRENT EMPLOYEES

- ✘ What is KBPC all about?
- ✘ What are they planning and promoting?
- ✘ Are there events?
- ✘ History?
- ✘ Photos of employees
- ✘ Work rules?



# DISCUSSION

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- ✘ What is the purpose of a web page?
- ✘ How important is a web presence?
- ✘ How do you attract people to your web page?
- ✘ How do you measure Web effectiveness?

