

P A C K A G I N G



T O O L B O X

Goldrich has a vision...

to be among the world's most innovative corporations in reducing the environmental impact of our business, while being a valuable resource to our clients in their efforts to do the same.

ISO 14001:2004

In 2009, Goldrich received ISO 14001:2004 certification. This internationally accepted standard specifies the requirements for an environmental management system. Obtaining this certification demonstrates our ongoing efforts to effectively measure, manage and continuously improve our environmental performance.



Our world is boxes

From our earliest days as a commercial printer and lithographer, Goldrich Printpak Inc. has understood that innovative, high-quality packaging is vital to the success of our clients' products. We've kept up with packaging innovations over the past 50 years, expanding our services to new markets and adopting new technologies, materials and design innovations to ensure our clients are always on the leading edge of change. Today, operating from a 67,700 sq. ft. facility, we are an integrated full-service packaging partner meeting every need from concept and design through to finished packaging and co-packaging. In keeping with a commitment to excellence and customer service, our greatest passion today is environmental stewardship. We are continually moving towards products and processes that don't deplete resources or add to our carbon footprint, enabling our clients to become leaders in sustainability in their own industries. Goldrich has been a member of the Packaging Association of Canada (PAC) for over two decades.

ISO 9001:2008

Goldrich is an ISO 9001:2008 certified company, an acknowledgement of our commitment to quality management practices. The standard provides a framework for taking a systematic approach to managing processes so that the company consistently turns out product that satisfies customers' expectations. It includes a requirement for continual improvement of our Quality Management System.

FSC Certified

We're proud to offer products that carry the FSC Certified stamp of approval. It's our assurance to customers that these products originate from responsibly managed forests and meet strict environmental criteria at each stage of the production chain. For every tree used for FSC certified products, nearly two new trees are planted. This certification is an important step in our efforts to become a greener company – and part of a meaningful cultural shift towards greater sustainability.





structural design

We approach each new structural design as a unique challenge, calling on the expertise of our Art Director, Marketing Director, Structural CAD Designers and others to find the perfect solution to packaging your product. Our in-house pre-press team can provide you with structural samples, die lines, creative graphics and artwork to help you visualize design concepts. If prototyping is required, we can create a folding carton, blister package, skin package, point-of-purchase display or thermoformed plastic package at a reasonable cost. We specialize in designing and manufacturing blisters, vacuum-formed trays, clamshells, patterns and food molds. Our CAD/CAM structural design work is produced by creative professionals familiar with all structural materials and experienced with the latest design software. From simple rectangles to the most original shapes, structures and assemblies, we have the complement of staff, software and equipment to tackle the toughest projects.



cosmetics

First impressions are particularly important with luxury items such as perfumes, creams, lotions, make-up and other beauty care products. Packaging needs to be distinctive and elegant, while also being durable. It is often the simplest package design that demands the greatest attention, with elegance achieved in the details. Textured coatings, embossing, foil stamping and other finishing techniques allow for luxury in a minimalist design. This is where Goldrich's custom structural design capabilities, graphic design and printing expertise excel. Partnership in the early stages of planning garners the most original and rewarding solutions.

In the design stage, our familiarity with the requirements of North American regulatory bodies streamlines the approval process, avoiding unnecessary delays in getting your product to market. Other practical concerns, including date coding, batch coding, tamper evidence seals, theft prevention devices, cushioning inserts and shipping security are also expertly addressed.



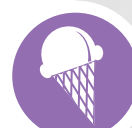


f o o d

Perhaps more than any other consumer product, food packaging needs to balance practical needs with the aesthetic demands of a competitive retail environment. While effective branding is essential, your product also needs to arrive on the store shelf, refrigerated case or freezer in pristine condition, or the consumer won't buy. It must withstand shipping and storage, be protected from contamination by oxygen or other environmental factors, look good in wet, cold and freezing environments, and have closures that stay closed through changes in temperature.

Goldrich excels in box printing and manufacturing. We understand the ins and outs of substrate strength, gluing, protective coatings, display windows, detailed finishing, grease resistance, and tolerances for moisture and extreme temperature.

We believe that food packaging, because it makes up a significant percentage of solid waste, needs to be environmentally friendly. We offer our clients "extreme-green" packaging options, including paperboard made from 100% recycled fibres, which is 100% recyclable and 100% carbon neutral. Goldrich uses only low-odour vegetable-based inks, Health Canada approved for direct-contact food surfaces, as well as a variety of no-odour cold starch glues approved for boxed food use.



We provide our clients with a full-service co-packing solution, strictly adhering to quality assurance processes. For further assurance that your product will arrive at retailers in perfect condition we create structural packages, packed with your product, to test shipping durability. Any necessary design changes can then be made to guarantee damage-free delivery before your product leaves for the stores.

c o n s u m e r g o o d s

As the number of consumer products in the retail environment increases, so does the need for unique packaging solutions. Often a product's primary marketing opportunity is on the store shelf, demanding packaging that displays the product to its best advantage.

Goldrich has designed and printed packaging for a wide range of consumer products, from sporting goods and hardware to light bulbs and electronics. Each presents a unique challenge. We never forget that the fundamental purpose of packaging is to protect the product. Vacuum forms, blister packaging, clamshells, skin packaging and shrink-wrapping limit movement during shipping and handling while enhancing product display. Goldrich excels at display merchandising, club packs, multi-packs, bagging and kit assembly. When it comes time to shipping, we configure your goods to optimize container space and minimize shipping costs.



Goldrich has mastered the art of printing on paper, paperboard, fine flute corrugated substrates and a vast array of plastics. We offer a full range of finishing options, from spot coating to foil stamping, to help you realize the most sophisticated packaging solutions. Our multi-colour offset lithographic presses are capable of a wide variety of size formats, with our latest acquisition offering intricate 10-colour printing that enables us to do multiple functions in one pass, producing a finished product off the end of the press.

p r i n t i n g

Our electronic pre-press design department is dedicated to ensuring that the technical aspects of your print job - from planning, processing and proofing to plate making – are done to exacting professional standards. Goldrich produces all offset printing plates in-house using modern computer-to-plate equipment. In addition to standard screen dot printing, we encourage and promote stochastic screening to deliver extraordinarily fine image detail and colour for the most brilliantly vibrant packaging.

Goldrich prints using vegetable based, non-toxic, low VOC and direct contact eco-certified inks, giving our clients confidence that their products are 100% consumer safe.



Embossing

A custom embossing die can be created to create the impression of your logo, slogan, a featured graphic element or product name, adding a tone of elegance or interest to your packaging. *Featured on the cover of this brochure.* We also provide Braille embossing for brand managers who want to make their products more accessible to the visually impaired – a growing trend in pharmaceutical packaging.

Special Die Cutting

Custom die-cut boxes can be designed to neatly hold your products or present them in an appealing way. We use a number of modern high-speed Bobst die cutting machines, equipped with fully automatic stripping devices. Our dies are produced by laser, ensuring a precision cut every time. We can also emboss and deboss the materials we die cut to enhance design features. *Featured on outside and inside covers of this brochure.*



Stochastic Screening

Stochastic screening provides extremely smooth printed images on packaging that mimic continuous tone photography and razor-sharp detail down to 4-point type, *featured through out the brochure.*



Varnish and Coatings

Varnishes and coatings add an extra layer of protection to packaging. When used as a spot coating, they can add new dimensions of interest and elegance to your package design. Textured coatings in clear or coloured lacquer add a tactile effect to packaging. They can be applied as a pattern or to highlight a particular graphic element.

A scented coating, such as banana and chocolate, can be added to enhance the sensory appeal of packaging, signage and displays. Spot matte varnish featured on Page 4. Textured varnish featured on Page 9. A final aqueous coating helps to avoid smudging of the ink, and is the best overprint for environmental impact, while a UV coating keeps colours bright and adds a glossy protective finish. Image appeal is enhanced.



Hot Foil Stamping

Foil stamping takes an image and recreates it as a single opaque tone in metallic or colour, in either a satin or glossy finish. It can be used in a number of ways to enhance the sophistication of your package design.

Featured on Pages 5.



KBA RAPIDA 105 (41")



KBA RAPIDA 104 (41")



PLANETA P-44 (56")

11 UNIT PERFECTOR PRESS
(10-colour + perforating/scoring with inline IR infrared dryers for aqueous coating)
29" x 41" sheets

7 UNIT PRESS
(6-colour + coater, with infrared dryer for aqueous coating+ UV dryer for UV coatings and ink)
29" x 40 3/4" sheets

4 UNIT PRESS
(4-colour + coater, with infrared dryer for aqueous coating+ UV dryer for UV coatings and ink)
43" x 56" sheets



Pharmaceutical industries operate in an increasingly competitive environment and are subject to highly stringent regulations. Balancing the need for shelf presence with consumer information and safety is an ongoing challenge.

With many OTC products, packaging is the only interaction between the company and the consumer, demanding highly focused and effective communication in an extremely small space. Creativity in design and labeling is essential to accommodating both your brand and mandated consumer information.

Goldrich provides comprehensive pharmaceutical packaging services that range from structural and graphic design through to folding cartons, custom blister packaging, clamshells, vacuum forming, skin packaging, inserts, various skin boards and other printed items. We are familiar with the requirements of regulatory agencies and ease the approval process by getting things right the first time.

p h a r m a c e u t i c a l s

We can also address your concerns for safety and security with tamper evident seals and shrink wrapping that guarantee the integrity of the product, and anti-theft sensor tags and RFID smart chips that minimize theft. Once your product leaves our facility, we track and trace our shipping containers and provide security seals on delivery vehicles to ensure the shipment gets where it's going intact.

The need for innovation in packaging structure, performance and marketing appeal has never been greater. Goldrich has the experience to deliver pharmaceutical packaging that works on every level.





When it comes to helping our clients realize a successful product launch, we think outside the box. Clients often call on our years of experience in consumer and industrial merchandising during the earliest stages of marketing strategy development. We will not only recommend the most effective packaging solution, but can provide full creative execution, build prototypes for focus testing, and will even help clients define appropriate channels of distribution.

Our ongoing work in the fast-paced and ever-changing retail environment gives us valuable insights into trends and opportunities our clients can turn to their advantage. Our retail merchandising solutions range from countertops, floor stands, POS and POP displays to sidekicks and pallet displays. We will take your display from design and assembly through to fulfillment. We can even round out your campaign with coupons and direct mail support.

For clients who find themselves up against the pressures of limited space, capacity, equipment or manpower, Goldrich also offers a complete range of contract co-packing and fulfillment services, including club packs, bagging, blister and skin packaging and kit assemblies. We can package, assemble, label and warehouse your product, and ship directly to your customers worldwide with a range of import/export logistics and freight services.

integrated marketing solutions

g l o s s a r y

CMYK ■ Cyan, magenta, yellow and black

SPOT COLOUR ■ Special colour

ARTWORK ■ Creative design

SCREENS ■ A percentage of a solid colour

DIE LINE ■ Cutting pattern

CCNB ■ Clay coated newsback

SBS ■ Solid bleached sulfate

FREEZER BOARD ■ Moisture resistant coated stock used in freezers

BOARD ■ Another name for stock or raw material

OFFSET LITHOGRAPHY ■ Printing process-image transfer from plate to blanket to stock

C/1/S ■ Coated one side stock

COLOUR PROOF ■ Colour simulation of a design

LAYOUT ■ How the design or printed sheet is configured

CAD SAMPLE ■ Machine cut blank prototype

NUMBER UP ■ Refers to number of items on a printed sheet

COMBO RUN ■ Combination of items run together on a printed sheet

TANDEM RUN ■ Multiple items run one after another

COATINGS ■ UV, Aqueous & Blister, Skinpack, Grease and Freezer Resistant

EMBOSSING ■ Creating a raised image effect on a printed sheet

DEBOSSING ■ Creating a depression effect on a printed sheet

STOCHASTIC SCREENING ■ Digital screening process-also called FM screening

CTP ■ Digital thermal plate making (Computer To Plate)

CELLO WINDOW ■ Clear film covering an aperture or window

FOIL STAMPING ■ Applying a foil film via a heated die pressed into the surface

CALIPER ■ Refers to thickness of stock or board materials

DIE CUTTING ■ Cutting items out of the printed sheet using a cutting die

UPC CODES ■ Universal product codes printed on cartons used to identify a product or sku

FULFILLMENT/CO-PACKING SERVICES ■ Blister & Skin Packaging, Sonic & High Frequency Sealing, Shrink Wrapping, Display Assembly and Pack Out.

RFID & SENSORMATIC TAGGING ■ Tags used to prevent packaging theft

INK JETTING ■ Date Codes, Marking & Imprinting Batch & Lot Numbers



S E R V I C E A T A G L A N C E

Quality control

Conceptual design

Structural design

Creative artwork / graphics

Colour proofing

Mockups

Prepress artwork, plating, computer-to-plate

Multicolour printing and coating

Diecutting

G O L D R I C H



P R I N T P A K

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Embossing and Debossing

Windowing

Folding carton and gluing

Vacuum forming: blister, clamshells, trays and displays

UPC Barcoding,

Sensormatic® and RFID tagging

Co-packing and assembly:

club packs, blister pack, skin pack, shrink wrapping, bagging, bar and batch coding

POP design / assembly / fulfilment

Warehouse storage and inventory status reporting

Import / export / freight services