



**Turn a standard pail into a powerful brand asset.**

A pail doesn't have to be just a container. With the right concept and branding, it becomes a product, a promotion, and a long-lasting marketing tool for your company.

While standard stock pails serve an important purpose in many applications, branded specialty pails create an opportunity to elevate your brand, capture attention in-store, and stay visible long after the purchase is made.

From seasonal promotions to creative retail applications, companies are discovering new ways to transform a simple pail into a memorable customer experience.

STANDARD STOCK PAILS	BRAND AWARENESS PAILS
<ul style="list-style-type: none"> <li>• Reliable and versatile</li> <li>• Ideal for everyday packaging and storage</li> <li>• Cost-effective and widely used across industries</li> <li>• Durable solutions trusted across a wide range of applications</li> </ul>	<ul style="list-style-type: none"> <li>• Turn a functional item into a marketing opportunity</li> <li>• Create products customers reuse again and again</li> <li>• Increase brand exposure beyond the store</li> <li>• Differentiate your brand from competitors</li> </ul>

## WHY BRANDED PAILS WORK

- ✓ Long-term brand exposure
- ✓ Increased customer recall and recognition
- ✓ A unique in-store product that stands out
- ✓ A reusable item customers keep instead of discard
- ✓ A simple way to differentiate your brand



# UNLOCK NEW POSSIBILITIES

Retail shelves are crowded with similar products. Creative packaging and functional design can make the difference between blending in and standing out.

- Create seasonal promotional items
- Launch speciality retail products
- Enhance private-label branding
- Increase perceived product value
- Deliver long-lasting brand exposure
- Create eye-catching in store displays
- Expand product lines with creative packaging
- Drive impulse purchases at retail
- Support marketing and promotional campaigns
- Add value to everyday products



*The possibilities are only limited by imagination. Start thinking beyond the pail!*

# THINK BEYOND THE PAIL



Portable  
Pet Food Bowl



Hardware/General  
Stores



Seasonal Promotions



Hospitality