



PACKAGING WORLD EDITORIAL TEMPLATE

The following information is necessary in order for *Packaging World* editors to initiate an application story for the magazine:

- 1) Packager's name and location:

- 2) Contact name and title with phone, fax, e-mail, and Web address:

- 3) What they were doing before:

- 4) What they are doing now:

- 5) Why they needed to make a change:

- 6) Benefits (faster speeds, cost savings, labor savings, elimination of problems, marketing/brand implications, materials):

- 7) Will packager (including owners/legal department) cooperate on a story, including allowing in-plant photos, if applicable?

Please scan and return this completed form via e-mail this to Matt Reynolds, Editor, at **mreynolds@pmmimediagroup.com** or fax to his attention: 312/222-1310