



EDITORIAL TEMPLATE- Customer Testimonial, Case Study, etc.

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, 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 email the completed form to Wendy Sawtell, Vice President, Sales at wsawtell@pmmimediagroup.com.

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