

## 2012 SALES WEBINAR



# Retail Ready Packaging For The Sales Professional

**Presenter: Drew Gilchrist, Gilchrist Packaging  
Friday, February 17, 2012 • 11:30 am EST**

**PRESENTER: Drew Gilchrist** is a 17-year veteran of the corrugated packaging industry, working in sales and sales management at International Paper, Smurfit-Stone Container, Stribling Packaging, and Vanguard Packaging.

As owner of Gilchrist Packaging, he consults with retailers and CPG companies helping them optimize paper based packaging through their supply chain and retail environments, and develop sourcing relationships with quality converters.

Prior to his packaging career, Drew spent 10 years on active duty as an Officer in the United States Marine Corps, serving in the 1st and 2nd Marine Air Wings as a Tactical Air Operations Officer in Northern Europe, Central and South America, Southeast Asia, and Japan. In addition to his packaging business, he is Vice President of SheepDog Impact Assistance, a 501-3c non-profit dedicated to helping current and former "SheepDogs", the men and women who serve and protect our society in the military, law enforcement, fire/rescue, and emergency medical communities, continue their service to society as members of disaster response teams, and assisting each other in times of hardship.



## Retail Ready Packaging For The Sales Professional

- The four categories of RRP
- What you need to know when meeting with product suppliers
- Who are the decision makers
- Strategies for success



As retailers begin reaching out to CPG companies to convert existing transport packaging into Retail Ready Packaging formats, corrugated sales professionals need to understand the fundamentals behind this initiative as it develops across North America. In this webinar, you'll learn about the four categories of RRP and the five attributes of good RRP designs, the history and current status of RRP in North America, how it impacts CPG companies, and how to deliver collaborative business solutions that fit the retailer, CPG company, and your converting capabilities. This webinar will give you the tools and strategies to be successful with this packaging initiative spreading across North America.

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**Don't miss these dynamic webinars taught by a professional in the field.**

**To accommodate some of your "real-time" challenges and to offer a program that you can schedule around a sales meeting, we are bringing you a Sales Webinar entitled Retail Ready Packaging For The Sales Professional.**

**Sign up today! Plan a meeting around the webinar enabling your group to talk afterward and set the stage for improvements.**

**These webinars are 60 minutes long.**

**Have questions? Give us a call.**

Registration is by location. Each location needs to have a speaker phone, a computer with internet connection, and a monitor or projection screen viewable by all.

Name(s): \_\_\_\_\_

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City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Confirmation Letter to: \_\_\_\_\_

Number of people who will be participating on the call: \_\_\_\_\_

**Registration Fee: \$150 per session**

**CODE: 120217SAW1**

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To register for the webinar, please fax or email the registration form back to AICC at (703) 836-2795 or email to [tpyle@aiccbbox.org](mailto:tpyle@aiccbbox.org). Questions? Email or call Taryn Pyle at (703) 535-1391 or [tpyle@aiccbbox.org](mailto:tpyle@aiccbbox.org). Once you have registered, a confirmation letter will sent providing information with dial-in instructions.

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