



“It’s gratifying to grow with our customers and be an integral part of their endeavors. That’s why we continually invest and expand to support and advance their goals.”

**Senior Vice President**  
SCOTT HANMER

## First to Market Helps to Secure 50% of the Share

### CHALLENGE:

One of the world’s largest manufacturers of OTC products for the store brand market selected Praxis to assist in the launch of an OTC allergy treatment. The launch would include over a dozen large and small customer labels. The goal was to beat the national brand to market to secure as large a share as possible. This would require a compressed timeline with no room for delays or missteps.

### SOLUTION:

Praxis created a dedicated project team to manage the logistics and distribution for the entire launch process. Additional warehouse space was created for storing inventory and our team packaged finished goods for multiple customer labels including cartoning, clamshell and thermoform packages, stretch cards and numerous promotional display configurations.

### OUTCOME:

With Praxis’s help the client beat the national brand to market and was able to secure over 50% of the market share – the most successful launch in their history.

**Contact us for more information on how we can help you with all your packaging needs at (616) 827-8525.**

## OUR CAPABILITIES

### Primary Packaging:

- Solid Dose Bottling
- Solid Dose Blistering
- Single-Use Flexible Packaging
- Rigid Tube
- Bottles & Jars

### Secondary Packaging:

- Clam Shell Blister
- Stretch Carding
- Shrink, Bundle & Cello
- Cartoning & Display
- Tipping
- Dose Packs
- Kitting

### Serialization:

Praxis is a Serialization-ready Contract Packaging Organization (CPO) and has been compliant with the Drug Supply Chain Security Act (DSCSA) since 2016.

### Precision & Specialty Labeling:

- Brite Stock Labeling
- Vision Systems (Verification)
- High-speed Inkjet
- Laser Coding
- UDI & 2D Matrix

### Services:

- Consulting
- Package Design & Development
- Rework & Inspection
- Reverse Logistics
- Cold Chain



# PRAXIS™

Praxis Packaging specializes in primary tablet filling of OTC and secondary packaging, Rx packaging and serialization, as well as food & beverage and personal care items at our Grand Rapids, MI, and Columbus, OH facilities.

We also operate an FDA registered facility through our subsidiary, Unette, located in Randolph, NJ. Unette adds their expertise in the blending and filling of rigid and specialty flexible containers, as well as providing secondary packaging solutions for the nutraceutical, personal care, health & beauty, and cosmetic industries.

Our Executive Team averages 20 years in regulated and quality environments and focuses on building long-term relationships by ensuring the success of our customers and the quality and excellence of their products.