

MeadWestvaco is the world's largest supplier of media packaging; the number one U.S. supplier of folding cartons to the pharmaceutical market; and the second largest U.S. supplier of packaging for cosmetics. We are known internationally for our innovative technology around multiple packaging requirements from child resistance, convenience, safety to aesthetics.

Paxonix, makers of PaxPro software for the management of packaging and brand assets is a specialized division of MeadWestvaco. PaxPro is a comprehensive set of tools that help marketers in the consumer packaged goods and pharmaceutical industries document improved efficiency and effectiveness across all aspects of brand marketing — from ideation to hand off to converters and suppliers. PaxPro is proven to provide return on investment by stripping time and cost out of both the brand marketing and package development processes. And, naturally, as part of our MeadWestvaco lineage, PaxPro also enables the best practices that lead to ... *innovation*.

Our heritage includes 120 years of awarding winning innovations across multiple industries. Some of our more recent contributions to the brand identity, shelf impact, safety and security of our customers' packaging include the following:

Awards in the Consumer Packaged Goods Packaging

2005 62nd Annual Paperboard Packaging Council President's Award

Labatt Brewing Company's "Tailgate'r" 28 can holder

2005 Canadian National Packaging Competition Silver Award

Labatt Brewing Company's "Tailgate'r" 28 can holder

2005 Multiple Paperboard Packaging Council Excellence Awards

Danone and Snapple-a-Day Cluster-Pak

4-to-Go Carton for restaurant delivery services

2004 IoPP Ameristar Awards

Stoli Ice Shot Glass Maker (plastic folding carton)

InSight Slider™ – Motorola Original™ Cell Phone Accessories

Accents™ Dimensional Coating – FootJoy StaSof® Golf Glove

2004 Paperboard Packaging Council's Paperboard Packaging Competition

Gold Award: Wilson Pro Spiral Football E-Flute Carton (litho-lam paperboard packaging)

Excellence Award: Coty – Adidas Moves for Him (duofold plastic packaging)

2003 IoPP Ameristar Awards

Olay® Regenerist® InSight® Visual Packaging

Abreva/Durafold® Security Packaging

Stila Convertible Colors/Image™ Compact

2003 Paperboard Packaging Council's Paperboard Packaging Competition

Excellence Award: Boss-in-Motion (paperboard set box)

Gold Award: Stila Convertible Colors/ Image™ Compact

2003 HBA International Design Awards

Grand Prize Winner: Olay® Regenerist® InSight® Visual Packaging

Finalist: Stila Convertible Colors/Image™ Compact

Awards in Healthcare and Pharmaceutical Packaging

Healthcare Compliance Packaging Council's (HCPC)

- 2000 Compliance Package Of The Year (Dosepak)
- 2003 Compliance Package of the Year (Procter & Gamble's Actonel Dosepak)
- 2003 Compliance Package of the Year - Second Runner-Up (TAP Pharmaceutical's Prevacid NapraPAC)

The Institute of Packaging Professionals'

- 2003 AmeriStar Award for the pharmaceutical category
- 2003 Best Of Show Award (Procter and Gamble's Actonel Dosepak)

The World Packaging Organization

- 2003 WorldStar Award for the pharmaceutical category
- 2003 President's Award (Procter and Gamble's Actonel Dosepak)

*"Innovation is the specific instrument of entrepreneurship...
the act that endows resources with a new capacity to create wealth."*

— Peter F. Drucker

The innovation imperative for CPG companies

A 2004 study by the Association of National Advertisers and Booz Hamilton discovered that 75% of consumer purchase decisions are now made in-store. Clearly that's exactly where consumer packaged goods manufacturers' innovation efforts need to be focused. Innovation needs to happen first in your packaging and then in your in point of purchase materials if you wish to maintain, or expand, market share.

The innovation imperative for pharmaceutical companies

Marketing to reach consumers in the pharmaceutical space is increasingly difficult. Direct-to-consumer efforts are being criticized for overpromising. Physician detailing is being scrutinized as never before. Recalls occur unabated...and heavily publicized. The FDA estimates that in a typical 6 month period there are over 450 product recalls, of which over 50% are due to mislabeling and an additional 13% are due to faulty packaging. The innovation imperative in pharma calls for using packaging as the most direct vehicle for achieving patient compliance and loyalty. Sample packs with explicit directions and feedback mechanisms, outserts and inserts that detail product benefits are a few of the successful uses of innovative packaging to reach the consumer.

PaxPro from Paxonix enables innovation

PaxPro is the most comprehensive solution for the efficient management of brand and packaging assets on the market today. Efficient process, based on proven best practices, is what enables innovation. And that's what PaxPro software provides you – the tools necessary to create, produce and manage marketing and packaging assets throughout their lifecycle. Soup to nuts. Idea to winning package or promotion. To creation of wealth and customer satisfaction.

Let us help you enable innovation in your organization. We have 120 years of experience in doing that in your industry.

Call today for your free demonstration of PaxPro, 1-866-PAXONIX or email us at info@paxonix.com.

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