

## Welcome to the June 9 Issue of Packaging Horizons Online.

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**Do you have an article you would like to share with the industry? Email [ShellyN@womeninpackaging.org](mailto:ShellyN@womeninpackaging.org) to find out about being a guest columnist for Packaging Horizons Online.**

### In this issue:

- By JoAnn R. Hines, Chief People Packager
- By Shelly Nordlinger

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## What is a brand anyway?

By JoAnn R. Hines, Chief People Packager

Can you articulate your brand in one sentence or less?  
When I think of your company, what is going to stand out in my mind?  
Will brand recognition place you above the crowd in the sea of competitors?  
Do positive images come to mind when I hear your company's name?  
Would you be the first place I would call if I need your specific services?  
Would I be comfortable recommending your services to others?



If you never thought about branding, the time to start is now.

Your brand should exemplify what your company stands for. It's not a logo or a tag line. Although logos and tag lines are part of the brand and should be integrated into the overall branding concept along with media, website, brochures, business cards stationery, etc. Your brand should be emphasized at every conceivable place that a customer might see your company name. Your brand is that feel good part of your company. It translates the purpose of what it stands for and the image it conveys.

Brands will stand after people come and go. Through good times and bad. During the slow summer months it's a good time to put on your thinking cap to determine what your brand really says. Is your brand sagging? Does it need a facelift?

For a list of ideas in developing or enhancing your brand return the word "brand" via E-mail.



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## WMPKG – Branding Extraordinaire

By Shelly Nordlinger

Women in Packaging (WMPKG) is the master at the art and science of managing identity. Branding has the power to convert human perception into a competitive edge. Do you have the competitive edge? Have you utilized one of the programs or services offered by WMPKG. Maybe you don't

think you need to fold professional women into your brand. Think again! When you type in packaging speakers, packaging women, packaging careers on GOOGLE, WMPKG comes up number one in the search each time. The association has a reach that goes to a constituency of 50,000 women in the packaging profession. Leadership Summits, Packaging Career Hotline, membership, workshop alliances – all of these WMPKG programs convey the importance of successful women within the company ranks.

Successful companies use their brand to drive their corporate mission. The necessity to create brand identity often results in corporations altering their mission. WMPKG is an exciting part of this forward thinking change. Companies who want to send the message that they are attuned to their employees, driven by a solid work ethic, committed to best practices, motivated by customer satisfaction, and surrounded by talent align with WMPKG.

Progressive companies understand the importance of including WMPKG as part of their corporate brand. Alliance partners like TAPPI, PMMI, and IoPP all work with WMPKG to ensure that together the brand motivates the industry. They utilize their partnership to further cement their company identity – leaders, experts, professionals, mentors, and activists. They leverage their partnership to their advantage. WMPKG is an extension of their branding philosophy.

Whether it is through membership, event sponsorship, programming ownership, website link packages or advertising on Packaging Career Hotline, opportunities abound for using WMPKG as part of a company or personal branding strategy.

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