

JoAnn R. Hines, Packaging Diva

JoAnn Hines the Packaging Diva has been on TV, traveled to China, worked with the SBA and spoken at the White House (twice). Why do they seek her out? Because she knows how to package products so that people will buy them. When Faith Popcorn made her business trend predictions for 2006, she called JoAnn to find out what was going on in the world of packaging. Businesses large and small call upon her to solve their packaging problems.

JoAnn, as a consultant. . .

Barbara Heimlich, vice president research, program management - Paragon Development has this to say about working with the Diva:
"JoAnn Hines, the Packaging Diva, has an excellent grasp of packaging trends, technologies and innovations that impact the manufacturing of packaging materials. We were excited to have her as a part of our new business/new product development team. Her insight helped clarify the direction for our client and offered them a unique platform to expand their market presence."

As a speaker . . .

"JoAnn Hines is a stellar speaker." — Sabina Gargiulo, conference director, Marketing to Women Conference

"Great takeaways. Well, worth the time. I can now look at my products in a different light." — Jarom Campbell, category manager, Melaleuca, Inc.

As an asset to you . . .

"The packaging diva has her finger on the pulse of the over 50 generation. Her insightful presentation made me rethink the ways and methods to connect with this audience. She offered great facts that demonstrate the purchasing power of an underserved audience. I would definitely recommend her presentation to others and invite her back for future events." — Sarah Ashmore, conference director, Chemical Week

"Our task was to bring the industries most talented speakers together for our first Annual Licensing Summit. We were looking for someone who had a deep knowledge of the packaging industry and trends and someone who could communicate to our partners the importance of building brand equity through product packaging design. It was important to us that the partners walk away with an understanding of how to make packaging work harder at retail, how to tell the brand story via package design and construction. JoAnn was able to bring the complete story together for all our partners whether they had hardlines or softgoods." — Shari Pace, director licensing & marketing partnerships, The Weather Channel

As a packaging guru . . .

10 ways clients utilize the Packaging Diva

1. They need the services of a packaging consultant or expert.
2. They want to keep up with the latest packaging trends, technologies and innovations.
3. They have an upcoming conference and need a packaging speaker and packaging expert for the program.
4. They are expanding into new consumer markets and require packaging expertise to make their products sell.
5. They want to target a specific demographic and need to understand how packaging influences the way consumers shop and buy.
6. They have a new product to introduce and want to make sure the packaging is on target.
7. They are considering a merger or acquisition and need to understand the intricacies of the packaging marketplace.
8. They need to find a packaging vendor to package their products.
9. They need to stay competitive in the packaging industry.
10. They know nothing about packaging but need to learn about it in a hurry.

Get your packaging problems solved like magic with the number one consumer product packaging expert. Contact JoAnn Hines, the Packaging Diva, by phone 678-594-6782 or by email at packagingdiva@aol.com.

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