



rex
explosive speed to market



Nutraceuticals
may be packed with
power, but they've
got to hit retail
shelves fast to gain
maximum sales
potency. Our
response time is
more than robust
—it's explosive



synchronizing vast pharmaceutical
rollouts is a proven skill for Rex.
Our goal is nothing short of perfection—on a global scale.

rexemplary
quality



Global perfection and speed—delivered



rext extraordinary potency

How quickly and safely a drug produces its intended effect—that's efficacy and at Rex, we have it, too. Whatever our clients need, we deliver it with unmatched speed and potency. Staging international rollouts that span multiple product lines, SKUs, carton designs and countries with laser precision.



rextensive coordination

Extensive Six Sigma projects, rigorous quality procedures, international approvals, "just in time" inventory management—we model your entire production cycle for maximum efficiency. From design to distribution, we anticipate and counter every variable that could create an adverse outcome. The result? Higher quality and production volume, shorter fulfillment times and required inventory levels.



rexpedit results

Nutriceuticals may be packed with power—antioxidants, phytochemicals or energy boosters—but only if they hit retail shelves in record time is their sales potency assured. With explosive speed, Rex responds, putting you ahead of would-be competitors. We invest millions in new equipment every year, and it shows. Superior color reproduction and greatly reduced set-up, printing and finishing times are the clear result.




rexeptional shelf-presence

Every carton should have its own distinctive style that can't be copied. Our structural and graphic designers win awards for innovative designs that move people and product at the same time. We combine printing and finishing techniques in unexpected ways—adding holograms, foil stamping, or heat-activated chroma inks that make your logo or hidden message "pop" off the carton. This fortifies the visual strength and security of your brand.



rextacting tolerances. Absolute perfection in carton packaging. That's our standard. With systematic precision, we ensure your graphics, copy and barcodes are error-free. We keep international standards for quality, language accuracy and cultural norms constantly in our sights. We are unique in our use of a GlobalVision comparator—a sophisticated optical reader that ensures your press sheets match your approved digital proof exactly. If a single printed period, embossed Braille dot or accent mark is lost, the machine's electronic eye will spot it.



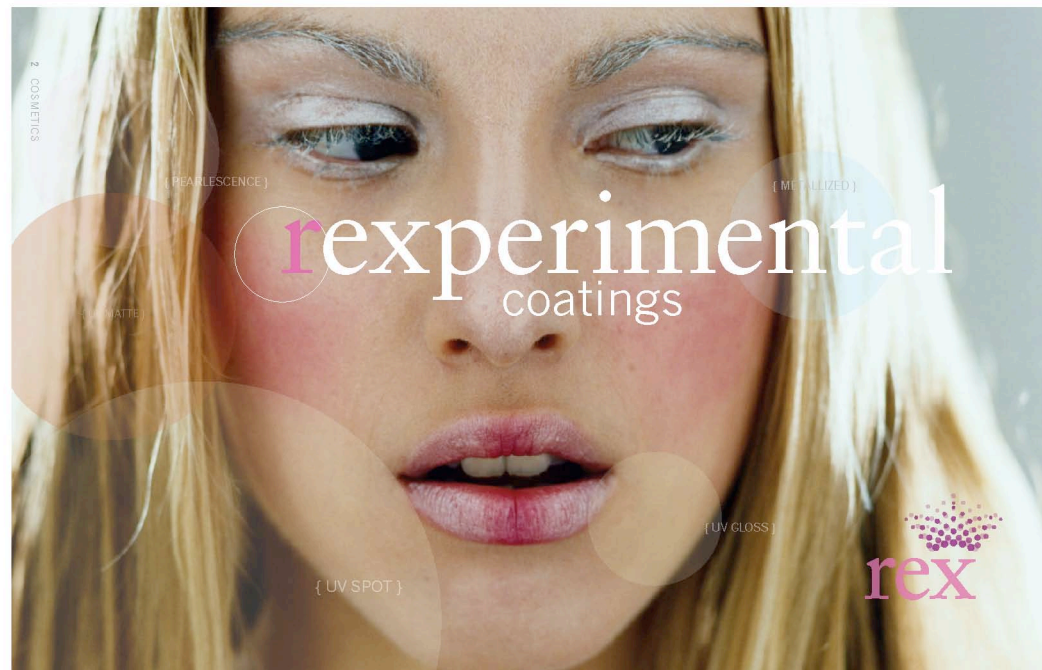


Makeup's gone existential—and aren't we glad. The dark red lips and pancake face of years past have yielded to a wild panoply of looks and cosmetic fixes. From shimmering body powders to earthy botanical extracts. Glam rock eyeliner in shocking hues to no-color lip "slicks." The beauty of Rex is that we can imitate and accentuate whatever look, texture, skin tone or brand visage you want to project. To the rextreme.

rextreme
precision



rex



Beguile them with radiant looks



rexperimental coatings

Beauty has never been so individual, so experimental. For every radiant look and finish, every prescriptive lotion or cream—there are infinite ways to package and distill the magic. If you know where to look. At Rex, we top premium carton design with experimental coatings and finishes that captivate the senses.



rextrreme precision

Innovative carton shapes with razor-sharp die-lines. Custom-fitted inserts that reduce bottle breakage and material costs. Accurate digital color proofing and color matching across the full 1240-color Pantone® Hexachrome® spectrum. Finely tooled embossing and foil stamping. Precisely placed holograms that captivate consumers and defy counterfeiting. This is rexceptional style. Invest.



rexcellent coverage

For 35 years Rex has served the world's top consumer brands with premium carton, promotional and direct mail packaging. We offer all the extras integrated carton manufacturers do—with greater speed and agility than most. With the newest, most advanced press systems online, we experience little downtime from equipment failures. We're intensely focused on quality and spend millions on the latest technology each year so your brand looks like a million, too.



rexceptional security

Beauty is big business, yet retailers are demanding new security measures to stem the tide of write-offs from shoplifting. At Rex, we stay abreast of the latest technologies like radio frequency identification and already offer three different source tagging systems as a seamless part of our finishing process. Now you can get into more retail outlets by offering floor-ready merchandise already source-tagged with the distributor's preferred surveillance technology.

rexistential bliss. Make your brand so much more than just ink on paper. (Including drop-dead gorgeous.) From mesmerizing pearlescence to textures soft as suede, our range of paperboard samples is as rich and varied as a makeup artist's toolkit. Your carton design can take a sinuous shape or feature sexy custom cutouts. Spot UV varnishes add gorgeous sheen and texture putting a high gloss on your model's luminous, rain-slicked look. Foil stamping or embossing can punch up the glamour even further. With Rex, creating the right look couldn't be easier.



{ SILVER FOIL BOARD }





rexquisite

reproduction

At Rex, we put a gorgeous wrap on your outer package with design as divine as the treats inside.



rexclusive

designs

As every fine chocolatier or confectioner knows, presentation is everything.



Sweeten the odds with divine design



rexclusive designs

A classic jewel box presentation for elegant petit fours. A hexagonal carton for whimsically shaped honeycomb tarts. Rex designs are ingeniously cut and crafted, playing to the tempting attributes you choose to feature. Our structural and graphic designers are master artisans who work to your specifications and budget. And because they're in-house, we save you time and money—unlike competitors who source outside suppliers for every concept or alteration made.



rexquisite detail

We're not ashamed to admit we're into eye candy. Delicious coatings and sparkling frostings—a satin varnish here, a bit of foil stamping there—that set off your confection's unique beauty. Holographic paperboard in a rich metallic finish is the perfect foil to chocolate truffles encased in edible silver and gold. Whatever you desire, we can deliver it tout de suite.



rexceptional chemistry

Candy is sugar taken to the extreme—to temperatures as high as 350 degrees. At Rex, we work at high temperatures, too—maintaining our quality and momentum on press without burning. Our four-color work is consistently crisp, and our digitally controlled presses are calibrated so precisely that in minutes we're up to color and ready to go.



rextrême precision

Machine-molded or hand-dipped, today's impeccably crafted candies must be uniformly perfect—and make it to market fast. At Rex, we hold ourselves to an equally demanding standard. Creating smart folding cartons that protect the delicate sweets inside, run faster on our production lines and yours, and captivate consumers—even cheat the budget—with their mouthwatering details.



excellent form. Innovative folding carton shapes with tantalizing die-cut windows. Gorgeous color reproduction and registration—for every carton among millions we print. Legendary set-up, printing and finishing times. Smarter cartons that elegantly shelter the delicate collections inside. These are the hallmarks of divinely inspired design.



{ UNIQUE TOP (OPENING) FEATURE }



Let our master artisans conjure up luscious printing and finishing techniques that catch the eye and earn above the budget.

rexceptional
value

rexcellent
variety

www.rexcorp.com

{ HOLOGRAPHIC PATTERN FOIL STAMP }
Adds dimension and excitement to traditional foil stamping

{ EMBOS }
Provides relief and dimension to accentuate graphics



receptional
flavor

Cigar aficionados everywhere are drawn to the bold, distinctive flavor of carton designs produced by Rex.

rex



Our smooth, rich finish comes through.

rex

reextraordinary
impact

6 CIGARS

Bold, distinctive flavor in every box



rexceptional flavor

Cool and crisp, exotically spiced, or packed with fruit punch, the flavor explosion is on, and Rex is taking America's oldest cigar brands to hot new taste destinations with extraordinary speed. Introducing a new flavor! For every craving, and every shift in retail strategy, Rex finds the flashpoint—re-styling package graphics, rotating health warnings, punching up the “flavor mix” by the case, even shipping 60 million cartons in 4 weeks.



rextrême heat

Whatever the challenge—production and inventory logistics, brand development and design, at Rex, we put real heat to it, handling complex assignments in highly combustible timeframes. We design your entire production cycle for rextreme speed and efficiency, ensuring nothing runs faster on our presses or your filling machines than your cartons. If adding 2 new SKUs is like launching 10, with all the health warnings required, we can handle it. No matter how hot it gets, we burn clean and cool.



rextraordinary impact

Give your brand the right edge with Rex. Smart carton design, stunning graphics and spot-on finishing techniques can kick even modest brands into overdrive. Whether it's Sinatra chic or blue collar chrome you're after, we design packages, POP displays and special promotions that hit the right consumer demographic and give your retail launch real lift.



rexpect spectacular results

What's your pleasure? The metallic flash of embossed “steel diamond plate,” or the high-gloss look of spot UV? Extend the life of your brand—and budget—with our expert finishing techniques. We also use low-odor inks to ensure your carton graphics don't mask the rich aroma of the tobacco products inside.



rext extraordinary polish. Consumer tastes are always changing. So is the regulatory climate. Which is why our tobacco clients trust us to roll with the changes smoothly every time. We may be changing carton structure or graphics for hundreds of SKUs to accommodate new rotational health warnings. Engineering a sleeker carton that runs faster in fulfillment and resists crushing better. Blending printing and finishing techniques that cheat a slim budget and boost brand favor at the same time. For every target you need to hit, we design a custom program that coordinates all the variables and gets you there fast.



Brilliant color that
never fades is the
envy of every
woman. It's also
the consistent
result for every
hair color cartoon
Rex produces.

rexpert
perfection

rex

5 HAIR COLORING

receeding
expectations

A world of rich, radiant color

rex

Brilliantly consistent color that never fades



rexceeding expectations

Zip, zero, nada. That's the margin for error in printing hair color cartons. Color representation must be perfect. After all, the shade depicted has to match consumer expectations—and actual results—with unfailing precision. Fortunately, Rex hits the mark time after time, winning the print industry's top awards in the category.



rextrreme consistency

We may print millions of cartons in a matter of days, yet we're known for brilliant color that never shifts, never fades—from one press run to the next. By using press scanners to monitor the run, our color reproduction and registration are consistently on cue. So are the distinctive carton designs we produce for major retail brands and salon-exclusive products.



rexceptional results

Speed and quality aren't mutually exclusive with Rex. Our large size and independence allow us to act nimbly and maintain quality standards unmatched by our competitors. Not tied to any paper mill, for instance, we source our substrates with an independent and discerning eye—making sure we get the precise hue you've specified, and not what's in our inventory.



rexceeding security

Holograms shimmer on your package—catching the light and the eye of prospective buyers while protecting against counterfeiting. Our high-speed stamping machine produces registration so precise it's used to place holograms and foil on the Euro, the official currency of the European Union.



extraordinary innovation. Beyond award-winning carton design, we're expanding our clients' global reach through our partnership with a leading European packaging company whose press equipment and exacting color reproduction matches our own. (Electronic file transfer ensures the digital proof you approve here is reproduced in micro-fine detail there.) Now we offer high-end capabilities in U.S. and European locations that are even closer to our customer's key supply and distribution points.



{ FIDELITY PRINTING }
Adds a wider and more vibrant range of color

www.rexcorp.com

{ UNIQUE CARTON STRUCTURE }

{ GLOSS & MATTE UV COATING }
Highlights graphics using contrasting gloss levels





rex

Nothing intoxicates the senses and lingers in the memory like scent does. Make sure your fragrance finds its equal—in a package as exotic and arresting as the rare oils and essences contained inside.

rexhilarating
results



DESIGNS

PERFUMES

RESULTS

creativity

rexotic
ideas

PERFECTION

rex

Heighten your fragrance's attractive powers

rexquisite variety

Not so long ago, a woman was the scent she wore. Signature scents are still classic, but today women and men treat fragrances as pivotal fashion accessories, changing and even layering scents as the day progresses. At Rex, we see package design as an equally creative and individual exploration. The ways to express and accentuate your brand are simply dazzling. Here's how:

rexotic designs

A perfume's outer carton may reveal its character as eloquently as its trademark bottle shape. At Rex, we create highly original folding cartons—designing intricate digital models and their sample prototypes, which may be hand-filled and tested, or used for advance marketing promotions long before our presses roll. Our structural, graphic, and digital production experts can help you launch a new or improved carton that performs as good as it looks.

rexhilarating speed

Don't dissipate your brand strength or star power—if you're signing a celebrity—issue count—by losing time to market. Our sleek digital prepress, production and inventory management controls decrease launch time exponentially. Rex offers all the robust capability integrated carton manufacturers do—with greater speed, quality and flexibility in production scheduling.

rextrême security

From special chroma inks, which are activated by the heat of your hand, to holograms and source tagging, we offer the latest anti-theft, anti-counterfeiting technologies. These ensure your carton is easily identified—but not imitated—and many add amazing provenance to your logo or brand identity.



retrowildfirey character. This lure of design and branding has never been more essential, or potentially exhilarating. Gorgeous substrates in sleek foils, crisp linen, or velvety smooth textures may be layered with exotic coatings and finishes—like shimmering metallics, gloss or matte spot varnishes, or iridescent holograms—to dramatic affect. We mix it up with sensational results.

rex



[WHITE PEARL FOIL STAMP]
Adds eye-catching
shell appeal

[SOFT AQUEOUS COATING]
Provides a suede-like
texture to the touch