

## OLIN CELLOPHANE PRE-PACKAGING METHOD UNVEILED AT N. R. D. A. MEETING

A store-level pre-packaging technique, first worked out and tested in conjunction with L. Bamberger & Co., of Newark, N. J., by Olin Cellophane (see May 1953 issue of *The Echo*), was unveiled at the National Retail Drygoods Association annual meeting in New York, January 11.

Viewers at the Olin Cellophane booth saw a demonstration of the basic technique which has been in actual operation at the Newark store for a year. A bag-making machine turned out cellophane bags in seven different bag widths to accommodate department store merchandise suitable for cellophane wrapping. A clerk at a counter inserted goods in the bags and deftly sealed and labeled each bag.

Featured in the exhibit was a display of cellophane-polyethylene-packaged items embodying fresh ideas in the merchandising of multiple, related or gift items.

"Each item illustrates one of the most exciting opportunities which has come up in the department store field in many years," said Charles Pfeifer, Olin Cellophane's New York-New England sales manager who developed the technique used at Bamberger's.

"For years department stores looked for a way to use cellophane to combat losses due to soilage markdowns. The Olin Cellophane technique has not only accomplished this superbly but it has opened an entirely new concept in increasing sales through multiple packaging and in ensemble combinations."

Bamberger's experience and sales tests have proved that the sparkle and glamor of cellophane increases sales of merchandise, Mr. Pfeifer pointed out.

"Low-end items like China ashtrays which had been moving slowly have sold out in a single day after they were put in cellophane bags," Mr.

Pfeifer said.

Store-level cellophane pre-packaging, according to Pfeifer, offers department stores a chance to slash soilage markdown losses; increase sales by pre-packing at the department level any number of multiple items, related items and gift items; lower selling costs by doing away with expensive box wrapping of many items; and keep merchandise fresh, clean and visible without costly glass front cases.

The packages which Olin Cellophane displayed at the booth were samples of the merchandising ideas which will be offered to department stores as part of a "Fifty-Four Ideas for Fifty-Four" booklet designed to help stores profit from the new pre-packaging technique. Detailed information on the application of the technique may be obtained from Olin Cellophane's Visual Merchandising Service, 655 Madison Ave., New York.

One package, for example, offers a cowgirl outfit with skirt, vest and matching blouse, with a bonus present of candy cane pistol tucked in the pocket.

Another package contains a bath towel, hand towel and face cloth, plus a linen guest towel. Several of the packages offer accessory sets such as a scarf and gloves or related items like an umbrella and rainboots.

A package of socks, tie and handkerchiefs triple sales while reducing selling costs on small men's furnishings.

Small household items as the display shows lend themselves readily to departmental packaging in cellophane or polyethylene.

An outstanding package in the display is a men's shirt and tie ensemble which, besides the obvious advantages of preventing soilage and adding sales appeal, permits the merchandising of a store brand item with maximum merchandising appeal.

## NEW OLIN SAFETY LANTERN MANUFACTURED BY ELECTRICAL DIVISION

A combination red-flasher safety lantern and search-light designed primarily for motorists has been announced by R. V. Bennett, sales manager for the Electrical Division of Olin Industries, Inc.

The glass top of the lantern body serves as lens for a flashing red warning light while the powerful floodlight beam is directed forward illuminating the work surface.

"The Olin 4808 safety lantern is designed to fill an important need," says Mr. Bennett. He pointed out that when trucks halt at the side of

the road at night they are required by law to set out flares. This lantern serves a similar purpose for passenger cars which are forced to stop at night and at the same time, provides a powerful work light.

The new two-in-one lantern has a pivot base for easy angle adjustment of both beams, a bail wire carrying handle and an additional grip handle.

Both the warning flasher and the searchlight have independent switch controls which can also be operated simultaneously. Body finish is rich red enamel with grey tone trim.