

PRE-PROHIBITION
REDEMPTION
WHISKEY REVIVAL

BOURBON WHISKEY
REDEMPTION
Bourbon

pre-prohibition glory. The soft, balanced and slightly spicy Bourbon reminisce
PRE-PROHIBITION WHISKEY
A MASH OF 75% CORN, 21% RYE AND 4% BARLEY & AGED IN NEW CHARRED OAK BARRELS
ALC/VOL: 54.1% PROOF: 108.2

DESIGN
DIVISION
OF



WORLD
CLASS
PACKAGE
AND
BRAND
DESIGN

S T U
D I O
1 1 1





AWARD-WINNING CREATIVITY AND A UNIQUE BUSINESS MODEL

Studio One Eleven® is more than just a team of highly talented and experienced branding strategy, design, and engineering gurus. We've turned the business of design and innovation upside-down by investing our expertise rather than selling it.

Blending the consumer focus of best-in-class innovation consultancies with the commercial rigor of cutting-edge manufacturers, we provide our customers with world-class packaging solutions to build their brands.





BENEFITS

Because we don't charge for our services, we approach all of our client engagements as an investor rather than a 'vendor'. We succeed when (and only) when our clients succeed in the marketplace, so we're obsessed with developing category-leading brand experiences that maximize our collective returns.



STUDIO ONE ELEVEN TEAM

Over the course of our 20-year history, we've hand-picked our team from a roster of well-known, blue-chip marketing and design agencies. Today our diverse group of designers, engineers, and strategists speak over a dozen languages and average more than 18 years of professional experience each.



OUR MISSION

Our mission is to help clients Package More Profit® by increasing their sales, reducing their costs, and improving their productivity.



A BETTER BUSINESS MODEL

Studio One Eleven has changed the industry by providing design and innovation services at no charge in exchange for our clients' packaging business.



IMPACT

We deliver results, getting clients to market quickly and with confidence. Over the past 20 years we've saved our clients over \$54M in design fees while driving an astounding \$18B in retail sales.



We are a \$2.6B HYBRID PACKAGING SUPPLIER®
growing 10X faster than the packaging market

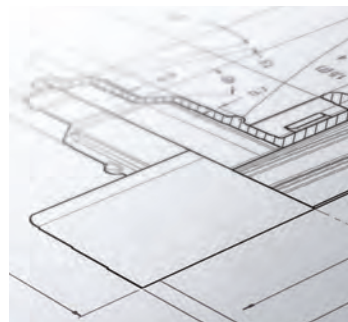
LARGEST RIGID PACKAGING SUPPLIER IN NORTH AMERICA
900+ domestic and global manufacturing partners
550+ dedicated sales, service, operations, and supply chain professionals
100+ sales and warehouse locations across North America



WE ARE THE DESIGN & INNOVATION DIVISION OF BERLIN PACKAGING

Experienced team of over 35 DESIGN, ENGINEERING,
and BRAND STRATEGY professionals

Purpose-built studios in downtown Chicago and Milan, Italy
Seamless integration with the Berlin Packaging product development
team's ISO Certified design process



STRATEGY & INSIGHTS

Market Data Analyses
Competitive Landscape Evaluations
User Ethnography Studies

VISUAL BRANDING

Logo & Identity Development
Naming Strategy
Communication Architecture
Production Artwork Assistance

PRODUCT & PACKAGE DESIGN

Concept Development
3-D Modeling
In-House Rapid Prototyping

REGULATORY GUIDANCE

ISO-Certified
Amazon APASS-Certified
Intellectual Property Assistance
Plant Qualification & Selection

ENGINEERING & COMMERCIALIZATION

Mechanical Engineering
Design for Manufacturing
Program Management
Proactive Quality Consulting

FULFILLMENT & OPTIMIZATION

Stock Component Selection & Sourcing
Product Rationalization
Supply & Operations Strategy

