



ACE Directs Their Packaging Ideas to the Masses.

Advertising nowadays is a necessary luxury. With a slowing economy, entertainment sales down, rising fuel prices and an ever-present supply/demand crunch for plastic resin, times are tough to say the least. In the midst of this companies need to find more innovative ways to spend their hard earned advertising dollar.

"It's no picnic," says Jun Flores, President of ACE Packaging Inc. in Paramount California. "Fuel surcharges have hit an all time high of 40%, that means shipping can cost as much as the product we sell. It's become an important component of any sale made. Advertising budgets are the first to go in any 'belt-tightening' economy."

In this ever-changing market though ACE has conspired to create a loyal following of manufacturers, clients and end-users based upon some tried and true principles.

"We make quality product," says Flores, "we aspire to win our customers over with quality and superior service, but spreading that word has become an ever increasing challenge. The market has changed so we must change to meet that market."

What ACE has done is focus it's advertising on a grass roots level. "Flashy adverts are great but you don't get the long term exposure you need from a one shot deal," says Flores. "Instead you look for smaller adverts over a period of time in certain periodicals, forums or blogs. Presence is everything."



"We list ourselves as a directory resource, eventually evolving into advertising if the traffic or public response warrants it," Flores says. "[We] post comments and offer help to online communities that require our special skill set which is to create great looking, inexpensive packaging for the professional and novice."

ProductionHUB.com and CreativeCOW.net are just some of those avenues. "Niche marketing works too," says Flores. "If we are to succeed, we must continuously promote ourselves only nowadays we have to do it with less."

ACE delivers premium Optical Disc packaging without breaking your budget. Offerings include the Slim, Classic, Duo, Multi, Portfolio, Library and Folio Cases, EnviroPAK our eco-friendly packaging and a complete line of standard and not-so-standard packaging. Save on fulfillment and packaging costs while not skimping on presentation. ACE also offers specialty-packaging services to create that unique, yet cost effective look. Contact ACE Packaging Inc. directly at 800-523-4526 or visit their website at www.ace-cases.com.

Listed on ProductionHUB.com in [CD-Rom / DVD Duplication / Replication in California](#)

Listed on CreativeCOW.net in [DVD Media/Discs Professionals](#)

Listed on Blogger.com: [Life of a Salesman and Part-time Packaging Guru](#)

