

Digitally Printed Binder by Univenture is CASIO America's Choice for PRIZM™ New Product Launch

Casio America is a multi-million dollar company specializing in electronics and technologies that, according to the company's corporate website, focuses on "creativity and contribution." They strive to create "products with innovative functions (that) assist people in their daily lives and keep society moving forward." In keeping with this principle, innovators at Casio Education (www.casioeducation.com) created a "revolutionary graphing calculator with features that enhance users' understanding of mathematics," called PRIZM. This new technology allows students to create graphs over pictures of real-life scenes, which increases their understanding of how math relates to everyday life.

The Marketing Department at Casio America wanted to package the PRIZM™ for its product launch as a kit so that the essential brochures and supporting information could be held together in a reusable case that was large enough to hold all the needed materials and unique enough that recipients wouldn't throw it away. Having worked with Univenture in the past, Anna Franco, Marketing Manager for Casio America, immediately thought of Univenture's 100% polypropylene UniKeep™ binders and cases.



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-- Anna Franco,
Marketing Manager

With new digital print capabilities Univenture was able to customize one of their 1.5" UniKeep™ Case Binders with Casio America's unique artwork that featured the PRIZM™. "Univenture worked with us to get our image printed onto one of their case binders. The printing came out beautifully and we are extremely happy with the product," said Anna Franco, Marketing Manager. Initial reactions from recipients of the final kit have been very positive and plans have been made to create similar kits in the near future.

About Casio America

Established in 1957 and headquartered in Japan, Casio employs over 12,000 people all over the globe. With an emphasis on continual improvement and creativity Casio prides itself on bringing products to market that no other company has brought before them. Their consistent innovation focuses on consumer's true needs and strives to not only fulfill those needs but to inspire multiplied creativity with it's products and services. To learn more about Casio visit www.casio.com, to learn more about Casio Education visit www.casioeducation.com.

About Univenture

Since 1988, Univenture has set the standard for packaging in a variety of markets by continually developing innovative products and technologies to service the entertainment, software, and publishing industries. We invent, manufacture, and deliver creative alternatives that are environmentally responsible, functional, and cost effective. The dedication of the Univenture team and superior quality of Univenture products has resulted in numerous industry awards for its innovation, commitment to customers, sales growth, and environmental consciousness.

Globally anticipating customer needs, Univenture has sales and manufacturing operations in Marysville, Ohio; Reno, Nevada; Dublin, Ireland, and Shenzhen, China. For more information on Univenture and its products and services, visit www.univenture.com or call the corporate headquarters at 800.992.8262.