



TAYLOR

Bringing You to Market

Growing your brand at every touchpoint

A Passion for Fresh Thinking

Freshness. Quality. Sustainability. Innovation.

You’ve worked hard to translate your many passions into products that can be brought to market. We share these passions and want to help you grow your business every step of the way.

Table of Contents

01	Impression	5
02	Experience	13
03	Awareness	21



Planting the Seed

The cultivation of your entire brand begins with a tiny seed. Science, market trends, purchasing habits and agricultural best practices all converge, resulting in products that have the potential to connect with your customers.

Now it’s your time to thrive.





01

Impression

Craft Your Package

Gone are the days of selling agricultural products in brown paper bags. Packaging is a key element of the product development process. Taylor has the packaging technology to create a powerful brand impression for you and the industry expertise to help you maintain strict compliance.

Label It

Taylor can help you expand your market presence while ensuring you are aware of regulations that may affect your labels and packaging.

Bag It

Our packaging development team has perfected everything from closure mechanisms to eye-catching bottle wrap technologies.

Box It

Taylor manufactures boxes and cartons of every imaginable size and shape to entice your customers.

Position your product to fly off the shelf.

Impression

Label It

A simple label can leave the strongest impression. With deep roots in the food, beverage and consumer products industries, we know that labels make or break your shelf appeal. Taylor can create labels of every form and function to help you tell the story of your brand.

Prime Labels

Incorporate the finest finishing techniques to create lasting appeal.

Auxiliary Labels

Add an extra label so your message can meet changing regulatory requirements.

On-Demand Labels

Got something new to say? Print labels in minutes on site, on demand with our robust technology solution.



Impression

Bag It

Flexible packaging is aptly named, offering you a virtually unlimited number of potential applications.

As a long-time partner to the food industry, Taylor can boldly display your brand with pouches that stand up, lay down or zip — all while keeping your product fresh. Beverages get the full Taylor treatment, too, with shrink sleeves that encase bottles of any shape.



Impression

Box It

It's more than just a box. There's magic in the shape, the style and the color. There's excitement in opening it. There's even the anticipation of what's inside.

Your customers love the experience and Taylor can make it a part of your brand. We have a variety of award-winning custom carton packaging solutions. From mild to wild and all points in between, we can develop standard high-function containers, upgrade to high-end and highly tactile rigid boxes, or invent a fresh approach that sets new standards for creativity.





02

Experience

Engage Your Customers

Your product's life may begin as a seed but your customer's experience begins at the point of sale. Make it memorable. Tell your brand story, increase customer loyalty and create an environment that gets talked about.

Taylor specializes in retail signage, graphics, gift cards and incentive programs that heighten the in-store experience at every touchpoint.

See It

Taylor will use its expertise with retail signage to attract the attention of passers-by and pull customers through the front door.

Sell It

Our deep background in retail point-of-purchase, branding and decor will help you make buyers out of browsers.

Repeat It

Want them coming back for more? Taylor is one of the world's leading providers of gift, loyalty and membership cards, as well as retail coupon and incentive programs.

Use the experience to captivate customers.

Experience

See It

Storefronts are powerful marketing tools and the very first exposure most customers will have to your brand. Fail to make an impact here and they may simply drive to the next market.

Use the physical storefront to attract new customers and establish your brand. Taylor can create a storefront — including architectural signage, window clings, high-impact building wraps and more — that engages all who pass by.



Experience

Sell It

A customer has seen your sign and walked through the door. Use this opportunity to think beyond the products on the shelf and start to guide, engage and inform.

Taylor's retail signage solutions cover the full spectrum of retail point-of-purchase, branding and decor. From wall graphics, shelf-talkers and floor decals to magnetic fixtures, dimensional logo signs and hanging light boxes, Taylor can help you transform browsers into buyers.



Experience

Repeat It

Your customers’ experience doesn’t end when they leave the store. Carefully targeted promotions and loyalty marketing strategies add “stickiness” to your brand and bring customers back again and again.

Taylor is one of the largest producers of gift, loyalty and membership cards on the planet. Our vast commercial print network also makes us a go-to resource for retail coupons, post-purchase inserts and incentive programs of all types.





03

Awareness

Express Your Brand

Your brand isn't only about signs, packaging or physical spaces. It's also about messages and communities that are uniquely yours. To truly set your brand apart, you need to express it in ways that are tactile and create lasting memories.

Wear It

Use Taylor's vast production network to provide fashion-forward apparel items that your customers and employees will be excited to wear.

Share It

Share the excitement of launch milestones through parties and events that tell your story and build a powerful sense of community.

[Get your brand #trending](#)

Awareness

Wear It

Tell your story and create brand advocates with apparel items your employees, customers and partners will wear with pride. Give them something modern, chic and trendy — not your father’s lawn-mowing T-shirt.

A recognized leader in branded apparel, Taylor can use custom designs and high-end materials to create items as unique as your products. Our merchandising experts will help you establish your niche in the marketplace with apparel that reflects the top trends in fashion.



Awareness

Share It

Launches of brands and products are milestones to be shared. Nothing gets the word out faster than a good party.

With design, print production and comprehensive in-house “omnichannel” delivery capabilities, Taylor is a resource like no other. Just say the word and we can provide everything you need to make a splash — from custom invitations, flyers and signage to coasters, apparel and promotional marketing items to commemorate the event.





Fresh Ideas are Found Here

Each day, new challengers stake their places in the agricultural products industry. You're developing products, creating brands and navigating supply and demand patterns as fast as you can. You need a partner who can anticipate trends and accelerate speed to market to keep you ahead of the competition.

As a true single-source provider of everything in this brochure — and much more — Taylor can help you make the most of the opportunity and cultivate your vision from seed to shelf.



Learn More

Taylor transforms complex challenges into engaging brand impressions. From big-picture strategies to the finest details, our diverse solutions bring ideas to life. Taylor's worldwide network ensures we have the capability, capacity and speed to market to support all of your communication programs.

**Contact your Taylor representative
for more information.**

TAYLOR

1725 Roe Crest Drive, North Mankato, MN 56003
800.631.7644 | taylor.com

© 2022 Taylor #4474