

## News From:



2441 North Opdyke Road  
Auburn Hills, MI 48326-2442  
Phone: (248) 373-3050  
Fax: (248) 373-3458  
Web: [www.creativetechniques.com](http://www.creativetechniques.com)

G. Temple Associates  
39303 Country Club Dr., Suit A-48  
Farmington Hills, MI 48331  
Phone: (248) 324-9800 Fax: (248) 324-9801

**For Additional Editorial Information Contact:**  
Ray Chalmers, PR Director, G. Temple Associates

For Immediate Release: CTI - 106

### **CUSTOM KIT TRAYS SAVE MORE THAN MONEY**

(AUBURN HILLS, MI) – Whether manufactured via the injection-molding or structural foam process, and produced from commodity or engineering resins, custom-engineered parts kitting trays from Creative Techniques Inc. (Auburn Hills, MI) not only save money for manufacturers compared to expendable packaging options, they can improve throughput and optimize overall cycle time.

By thoroughly examining a manufacturing company's production, assembly, and shipping functions, Creative Techniques can design and produce trays that not only greatly reduce any handling-related part damage, they can orient and present the parts to maximize assembly efficiency. Because the trays are custom-engineered for the parts they contain, operators get an ergonomic advantage that means they can concentrate on assembly instead of unpacking, sorting, and orienting components supplied in bulk. Trays also can be designed to work with automated material-handling equipment.

Kit trays can be molded in different colors that identify at a glance which parts are which and how many remain available for use. Other custom-molding options include integral card holders that easily accept bar-coded labels or cards that aid lot traceability.

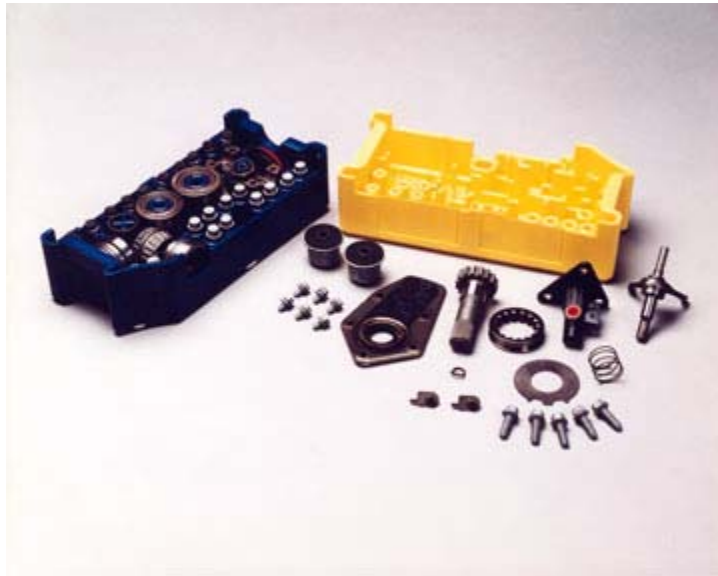
*more*

## About Creative Techniques, Inc.

Headquartered in Auburn Hills, Michigan, Creative Techniques, Inc. is an industry leader in the design and manufacture of custom returnable packaging and material handling products. Its 18-year history of experience and innovation includes the development of custom injection molded and structural foam containers, pallets and trays. Creative Techniques, Inc. serves a growing number of diverse industries where custom returnable packaging is required, including automotive, rubber and tire, food, pharmaceutical, appliance, consumer electronic manufacturing and processing industries. For more information, contact Creative Techniques at (248) 373-3050, or visit the company's website at [www.creativetechniques.com](http://www.creativetechniques.com).

# # #

**Photo Caption:** *Kitting trays engineered specifically for a company's products yield a wide range of benefits, including enhanced product protection, increased quality, and the ability to integrate with manufacturing and material handling.*



*(Above image for reference purposes only. See file **ct-kittingtray.tif** for hi-resolution version for publishing purposes)*