

Presentation Is Everything!

As the CD reaches maturity in the Australian marketplace, so the price of manufacture drops, and CDs become a viable cost-effective option as an interactive and powerful marketing tool. At the same time, Australian consumers are latching onto DVD recorders and players at a phenomenal rate. Very soon, the DVD will swing from being primarily a movie and music video medium to an increasingly impressive marketing tool, also.

The critical issue is always – How to differentiate my product? Already, large overseas producers are looking past the stark old CD jewel case, and the DVD box (often called the clam-shell) that dominates our video stores, for more attractive options.



If you're looking for something different in which to present your CD or DVD, we recommend our 1348 pvc folder, holding one CD or DVD, with an outside pocket for a matching insert sleeve. Measuring 185mm high, by 140mm wide, by 14mm deep, this attractive little packaging folder is exclusive to us, so you can be sure it will give you the unique and exclusive look of extra class and quality that you desire. [Click here](#) to view product details.

Available in large quantities or small for incredibly competitive prices. Ask for Ian or Brett to send you a sample by clicking here. Check out our full packaging range at www.soundpack.com.au.