

Small product, high impact

In last year's summer, the artist Peter Peereboom visited BPO with a splendid idea for a new product: the pocket butt-tray. Because it appealed to us, BPO developed the concept into a plastic product (as you can see on the picture) with aluminium snuffer. The product is reusable, easy to clean and has a very low price, so in due time, replacement is not a problem. It is pre-eminently usable for promotions or special offers. The product contains of two plastic parts and a patented aluminium snuffer.

As well as the development, BPO also organized the manufacturing for this product in China. BPO's employee in China selected the right mould maker and manufacturer for the product. We offer this service next to our current services (development, engineering and optimisation of plastic products) for all our customers. We are happy to arrange for you a tool, test serie or alternative production location.

Opposed to other alternatives, BPO approaches the Chinese market via our man in Shanghai. By knowing the large number of possible suppliers, we can select the right supplier for your project. Every project and product gets the attention it deserves. At the start of the project we assess whether going to China is the right way for your product. For our butt-tray (a proper name is still being considered), it turned out to be a flexible and a financially sound way.

At present, the butt-trays are produced in many variations including a "glow in the dark" (that, very Chinese like, does not glow in the dark), a BPO orange version and one with a metallic look.

For more information see: www.bpo.nl



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