

Advent-style Countdown Calendars, Simplified

PRODUCT SALES SHEET

The **3-2-1 Countdown Calendar Program** is a streamlined system for producing premium, custom calendar packaging. Built by a cross functional team of design, production, and logistics experts, the program simplifies the complexity of custom packaging while delivering speed, value, and flexibility.



Program benefits



Reduces time to market



Delivers high impact, premium results



Supports low minimum quantities



Scales seamlessly for brands of all sizes

Calendar components

- Folding carton 11 3/8" x 12 13/16" with custom product cut-outs
- E-flute tray Insert customized to your product
- Digitally printed on 18 pt. SBS paperboard
- Your choice of matte or gloss coating
- Optional sleeve for additional protection and branding
- Upgrades available (see back)



Folding carton



E-flute tray



Optional sleeve

Start your 3-2-1 Countdown today:



Contact your sales representative or scan below.



Send us 12 product samples.



Begin the 3-2-1 Countdown guided process.



Scan here or visit smurfitwestrock.com/solutions/countdown.



3.2.1 Countdown Calendar Program

Ideal for promotions and launches

- Holiday countdowns with bestsellers or minis
- Daily new product reveals for anticipation
- Sampler kits for retail, PR, influencer outreach
- Limited edition releases for demand testing

Specifications

- Material: 18pt SBS C1S with 4CP, Gloss or Matte AQ
- Size: 11 3/8" × 12 13/16"
- Finishing: Die-cut, folded, glued, carton-packed
- Freight quoted and billed separately

Optional upgrades (extra cost)

- Fulfillment: Kitting, inserting, wrapping, shipping
- VAC Tray for unique shapes
- O-Sleeve for branding
- Specialty stocks: Metallic, holographic
- Custom luxury enhancements



Scan here or visit smurfitwestrock.com/solutions/countdown.

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