

# Cheesy – 1 in 16 game

## The Winners Only Program “Nabisco Wins With Inserter”

Thanks in part to an inserter from Unique Solutions® (Lake Zurich, IL), lucky Nabisco consumers nationwide will find a winning game piece at the bottom of their Planters' Cheez Mania canisters. The US301 servo-driven inserter placed an overwrapped game piece in every 16<sup>th</sup> canister for a promotion launched in March by East Hanover, NJ based Nabisco.

Unique Solutions® provided the US301 as well as the game pieces to a Nabisco facility in Chattanooga, TN.

According to Kevin Hacker, Planter's product supply project leader, the company is pleased with the Unique Solutions unit, adding that Nabisco uses equipment from Unique Solutions® for all of its promotional items. “They are a fantastic supplier” he says “They're always on the ball.”

**Packaging World Article, June 2001**



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