



**TAYLOR**

# From Seed to Shelf

Cultivating your vision into a brand that thrives



# Think Big

## Your business is unique.

You have a vision like no one else's. Ideas that could shape the industry. Products that could change the marketplace. We see it too, and we want to help you grow — all the way from seed to shelf.

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### Planting the Seed

Starting with a tiny seed, it all begins with the cultivation of cannabis. Science, market trends, purchasing habits and agriculture converge to develop a product that connects with your customers in a unique way.

*Now, it's your time to thrive.*





01



02



03







**KUSH**<sup>™</sup>  
**Kingdom**

**CANNABIS-INFUSED**  
Chill Out Orange Chocolate

**160**  
MG THC



NET WT 1.41 OZ (40g)





# 01

# Impression

## Craft Your Package

Packaging is a key element of the product development process. Taylor has the packaging technology to create a powerful brand impression and help you maintain strict compliance.

### Label It

Taylor can help you lead the industry while ensuring you are aware of regulations that may affect your labels and packaging.

### Bag It

Our packaging development team has perfected everything from child-safety concepts to eye-catching pouches and bar wrappers.

### Box It

Taylor manufactures boxes and cartons of every imaginable size and shape to entice your customers.

**Position your product to fly off the shelf.**



## Impression

# Label It

A simple label can leave the strongest impression. With deep roots in the cannabis industry, we know that labels make or break your shelf appeal. Taylor can create labels of every form and function to keep your products both compliant and captivating.

## Primary Labels

Prominently placed and designed to catch the eye, primary or “prime” labels are your opportunity to create a powerful brand impression.



### Custom Embellishments

Special label finishing techniques such as die cutting, embossing, foil, soft-touch and spot UV coatings invite the consumer to pause and explore.

## Secondary Labels

Use secondary packaging to ship, carry or sell products that already have primary packaging.







**KUSH**  
Kingdom

**SATIVA**  
PURE CANNABIS FLOWER  
9.5 GRAMS



Impression

# Bag It

## What's Trending?

Candies, gummies, cookies, beverages and more!

With packaging technology perfected in the food and beverage industry, Taylor can boldly display your brand with pouches that stand up or lay down — all while keeping your product fresh. Bar wrappers offer extra convenience for busy consumers on the go. Cannabis beverages get the full Taylor treatment, too, with shrink sleeves that encase bottles of any shape.



### Packaging for Peace of Mind

Taylor offers solutions that are independently certified to meet CFR16.1700.20 for child-resistant (C-R) packaging, supporting safe and responsible use of your product.

### Brand Protection

We can also help protect your brand by incorporating sophisticated anti-counterfeiting measures.

- QR codes
- Mini codes
- Microtext/serial numbers
- Guilloche
- Watermarks
- Invisible UV inks
- Taggant inks





# KUSH<sup>™</sup> Kingdom

**DELTA-8 GUMMIES**  
**HEMP-DERIVED**  
COZY COCONUT

FLAVORFUL SERVINGS  
**10**  
PER RESEALABLE PACK



5mg THC Gummy | 50mg THC per package

**NOT SAFE FOR CHILDREN**

0.14 OZ (4.2 g)

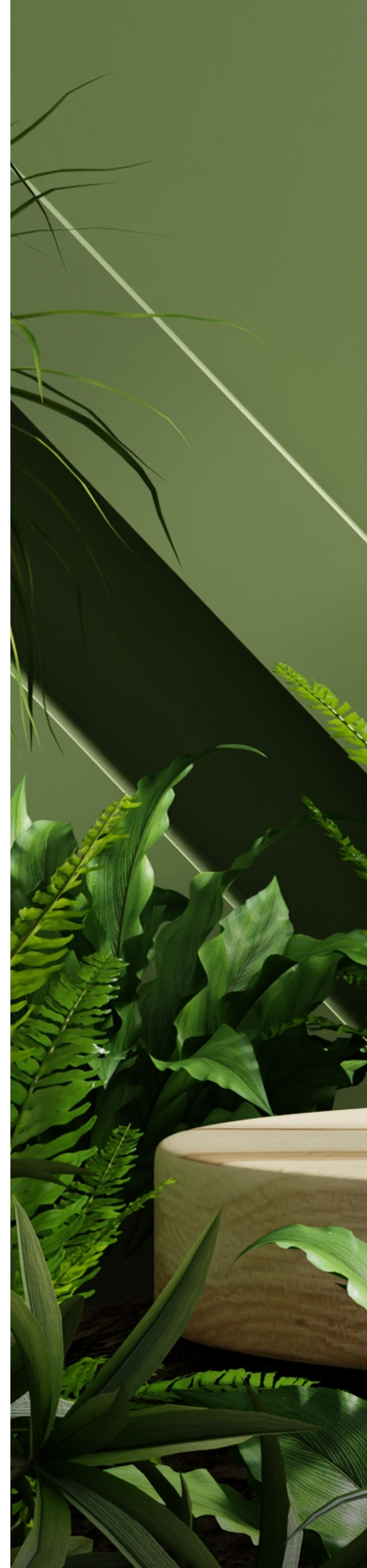


*Impression*

# Box It

It's more than just a box. There's magic in the shape, the style and the color. There's excitement in opening it. There's even the mystery of what's inside.

Your customers love the experience and Taylor can make it a part of your brand. We have a variety of award-winning custom carton packaging solutions. From mild to wild and all points in between, we can develop standard high-function containers, upgrade to high-end and rigid, tactile boxes, or invent a fresh approach that sets new standards for creativity.







**We get it**

Choices can be difficult.  
Kush Kingdom's  
delectable vape pens  
make choosing a  
delight — not a chore.  
Infused with  
high-quality cannabis  
and sweet flavors for all.  
Choose freely.

**KUSH™  
Kingdom**



**BANANA BLISS**

**ULTRA 2000**

DISPOSABLE POD

**KUSH™  
Kingdom**

50 MG/ML  
NET VOLUME



ULTRA 2000  
BANANA BLISS









# 02

## Experience

### Engage Your Customers

Your product's life may begin as a seed but your customer's experience begins with your dispensary. Make it memorable. Tell your brand story, increase customer loyalty and create a buzz-worthy environment that gets talked about.

Taylor specializes in retail signage, graphics, gift cards and incentive programs that heighten the in-store experience at every touchpoint.

#### See It

Taylor will use its expertise with retail signage to attract attention to your dispensary and pull customers through the front door.

#### Sell It

Our deep background in retail point-of-purchase, branding and decor will help you make buyers out of browsers.

#### Repeat It

Want them coming back for more? Taylor is one of the world's leading providers of gift, loyalty and membership cards, as well as retail coupon and incentive programs.

**Use your store to captivate customers.**



*Experience*

# See It

Your storefront is a powerful marketing tool and the very first exposure most customers will have to your brand. Fail to make an impact here and they may simply drive to the next dispensary.

Use your storefront to attract new customers and establish your brand. Taylor can create a storefront – including architectural signage, window clings, high-impact building wraps and more – that engage all who pass by.







WAY →

n St

KUSH Kingdom

KUSH Kingdom



Union ST

Polarising





*Experience*

# Sell It

A customer has seen your sign and walked through the door. Use this opportunity to think beyond the products on the shelf and start to guide, engage and inform.

Taylor's retail signage solutions cover the full spectrum of retail point-of-purchase, branding and decor. From wall graphics, shelf-talkers and floor decals to magnetic fixtures, dimensional logo signs and hanging light boxes, Taylor can help you transform browsers into buyers.







**KUSH**  
Kingdom  
SATIVA  
PURE CANNABIS FLOWER  
3.5 GRAMS

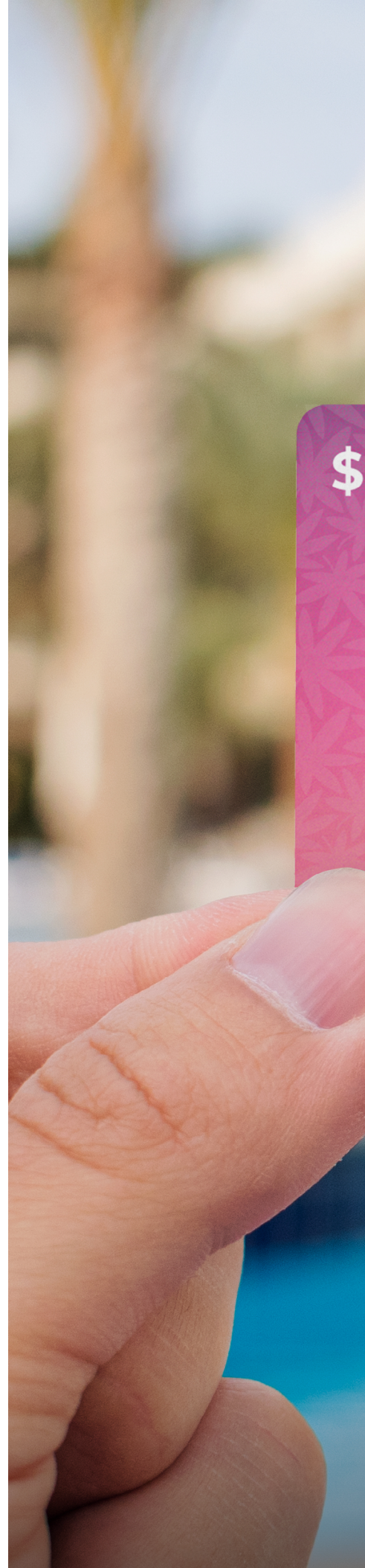


## Experience

# Repeat It

Your customers' experience doesn't end when they leave the store. Carefully targeted promotions and loyalty marketing strategies add "stickiness" to your brand and bring customers back again and again.

Taylor is one of the largest producers of gift, loyalty and membership cards on the planet. Our vast commercial print network also makes us a go-to resource for retail coupons, post-purchase inserts and incentive programs of all types.





25

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Kingdom



# KUSH Kingdom

**KUSH**  
Kingdom  
BEVERLY DAVIS  
STORE MANAGER





# 03

## Awareness

### Express Your Brand

Your brand isn't only about signs, packaging or physical spaces. It's also about messages and communities that are uniquely yours. To truly set your brand apart, you need to express it in ways that are tactile and create lasting memories.

#### Wear It

Use Taylor's vast production network to provide fashion-forward apparel items that your customers and employees will be excited to wear.

#### Share It

Share the excitement of launch milestones through parties and events that tell your story and build a powerful sense of community.

[Get your brand #trending](#)



## Awareness

# Wear It

Tell your story and create brand advocates with apparel items your employees, customers and partners will wear with pride. Give them something modern, chic and trendy – not your father’s lawn-mowing T-shirt.

A recognized leader in branded apparel, Taylor can use custom designs and high-end materials to create items as unique as your products. Our merchandising experts will help you stake your place in the cannabis industry with apparel that reflects the top trends in fashion.









## Awareness

# Share It

Launches of brands and products are milestones to be shared. And given the strict marketing regulations, nothing gets the word out faster than a good party.

With design, print production and comprehensive “omnichannel” delivery capabilities in-house, Taylor is a resource like no other. Just say the word and we can provide everything you need to make a splash — from custom invitations, fliers and signage to coasters, apparel and promotional marketing items to commemorate the event.















# The Rush is Real

The rush is on as new challengers strive to stake their places in the cannabis industry. You're developing products, creating brands and navigating compliance as fast as you can. You need a partner who can anticipate trends and accelerate speed to market to keep you ahead of the competition.

As a true single-source provider of everything in this brochure — and much more — Taylor can help you make the most of the opportunity and cultivate your vision from seed to shelf.





# Learn More

Taylor transforms complex challenges into engaging brand impressions. Our worldwide network ensures we have the capability, capacity and speed to market to support all of your communication programs.

**Contact your Taylor representative for more information.**

**TAYLOR**

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