Contents

Preface to the Fourth Edition iv
Foreword v
1. Introduction 1
2. The Folding Carton 19
   Trays 25
   Tubes 99
   Sleeves, Wraps, and Folders 291
3. The Set-Up or Rigid Paper Box 421
4. Corrugated Containers 461
5. Point-of-Purchase Displays 589
Glossary 687
Bibliography 690
Index 691