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By **Wired News** 11:00 AM Jun, 01, 2006

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**Re: Tales From Packaging Hell**

*By Steve Friess*

From: Regi Sasso

Today's Boston Globe Business Filter featured a blurb that caught my eye. The blurb was attributed to Wired News, and it's called "packaging hell."

I recognize your article was focused on manufacturers' use of clamshell packaging and the challenges consumers face in opening clamshell packaged goods, but I think you might have missed a good opportunity to also feature a company who has a solution to the clamshell problem.

**Ranchmark Inc.** introduced OpenX sometime last year. I may have learned of Ranchmark and OpenX through a Business Week article, but I can't remember. What I do remember is thinking, what a brilliant solution. I contacted the company and ordered six OpenXs for my own household and as gifts for friends and family. ([www.myopenx.com](http://www.myopenx.com))

I have no connection to Ranchmark whatsoever, other than being a thrilled consumer. Since I thought they had developed such a brilliant solution to a nasty problem, I thought you might want to know about them, too.

This whole issue brings me back to my complete and utter frustration with CD packaging. You know, those hard-to-open plastic wraps around the CD case, then the adhesive tape, etc. It may have been a fraud deterrent, but if I remember correctly, didn't the consumer market complain loudly and rebel against the CD manufacturers' packaging "best practices?"

Now that you know there's a clamshell solution, perhaps you'd like to do a follow-up story to let your readers know there is, indeed, a great solution on the market.