

# Pre-filled MUs

## A Case Study for Tesco

Weedon

Packaging Solutions Centre

### Customer Profile

Tesco is a giant multinational grocery and general merchandise retailer, the third largest retailer in the world measured by profits and second-largest measured by revenues. With stores in 12 countries across Asia and Europe, it is the grocery market leader in the UK with a market share of around 28%.

### The Problem

As a special promotion for the Queen's 90th birthday, Tesco launched a pink velvet and chocolate sponge celebration cake with Prosecco-flavoured icing as part of its 'Finest' range.

- The product had a relatively short shelf-life, so it was important that it arrived in store and reached the consumer as quickly as possible.
- It could be easily damaged, so adequate protection of the product in transit was also imperative.
- The cake was part of a short term promotion so had to be displayed in an eye-catching way to accelerate sales.
- The in-store display had to co-ordinate with the product packaging, adhere to the Tesco Finest brand and reflect the premium nature of the product.

### The Solution

- Pre-filled merchandising units to protect the cakes during transit.
- Attractive graphics with a quality look to drive sales and align with the brand message.
- Coated EB board grade, manufactured on our in-house corrugator, to give an excellent printing surface for top quality print.
- High quality screen print to reinforce the quality message.

### The Benefits

- The MUs performed well in transit, arriving undamaged at the stores.
- 100% implementation in-store, on time, without the need for in-store merchandisers.

### Weedon PSC – the UK's leading independent producer of pre-filled MU shippers

- Our designers have specialist knowledge of the different types of corrugated board, its characteristics and performance throughout the supply chain.
- We work closely with our customers and understand what they want to achieve.
- We have an in-house testing facility to check our packaging and point of sale designs do indeed perform as intended.
- Our corrugator produces corrugated board in-house, giving us the flexibility to provide fast turn-round of orders.

