

Sending Food Products through the Post

A Case Study for the Prime Bar Company

Weedon

Packaging Solutions Centre

Customer Profile

Based in West Yorkshire, the Prime Bar Company was set up in 2016 to fill a gap in the snacks market. As an alternative to sweet energy and protein snacks, the company manufactures Prime, a savoury protein bar made with organic grass-fed beef, fruits and spices. The product is being sold exclusively online.

The Problem

- To despatch sample packs of Prime, the company was looking for new postal packaging to replace its existing plain brown box. They wanted a more attractive up-market look in keeping with the ethos of their product as a unique, healthy snack option made from the best ingredients.
- The sample pack contains six Prime bars but must still fit through a letterbox.
- The package also had to be securely fastened for shipment, with tamper-evident protection, and be easy to open upon receipt.

The Solution

- A striking litho-laminated carton with high quality printing to enhance the brand image.
- Streamlining the structural design with the removal of all unnecessary packaging to ensure the package will fit through a letterbox.



- The use of a tamper-evident seal so that the box cannot be opened in transit. To maintain the integrity of the seal despite the thinness of the package, we took it over the front of the case, sealing it to the underside.
- The application of peel-and-seal tape to make the package secure during transit.
- Perforations to ensure it can be opened quickly and easily by the recipient.