

RRP in a hurry

A Case Study for Trailhead Fine Foods

Weedon

Packaging Solutions Centre

Customer Profile

Trailhead Fine Foods, based in Welshpool, produce 'Get Jerky' – handmade, artisan jerky made from Welsh beef and marinated in the company's own innovative homemade recipes.

The Problem

- Trailhead's initial sales have been online, to pubs and clubs. But, seeking to capitalise on the growing trend for the consumption of high protein snacks such as jerky and biltong, the company is looking to raise its profile and eventually to market its product in supermarkets.
- Trailhead needed high quality, attractive Retail Ready Packaging (RRP) to make an impact on the shelf.
- They wanted to showcase their product at meet-the-buyer events at Taste Wales 2019, a major trade event and conference at the Celtic Manor Hotel in Newport in March – in just 3 weeks' time.

The Solution

The complete packaging solution provided within the Weedon Group streamlines design and production.

- As a result, new RRP was designed, produced and delivered inside three weeks, in time for Taste Wales.
- We used a temporary internal insert to raise the packets higher within the shelf-ready pack so they are better displayed, until Trailhead can adjust their primary packaging to achieve more visibility.
- Our design team provided a choice of designs with samples. The chosen design, which is suitable for both pubs and supermarkets, has a crashlock, glued base, making the box quick to assemble and speeding up the packing process.

