

Clever Structural Design for Customer Appeal and Convenience

A Case Study for Willy's ACV

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Creative Solutions

Customer Profile

Tyrrells founder, Will Chase, set up Willy's ACV in 2017 to produce apple cider vinegar (ACV) on Laddin Farm in the village of Little Miracle in Herefordshire. The benefits of fermenting apples into cider and other products have been recognised since Roman times and Willy's ACV is marketed as a health product.

The Problem

Willy's was launching a new product, a sparkling Kombucha and ACV drink. They were looking for on-shelf display packaging which would stand out from the crowd. The box also needed to be easy to carry and strong enough to take the weight of 4 x 250ml cans.

The Solution

- Our award-winning structural design team designed a complex one-piece carton with a cut-out to form a convenient carry handle.
- The boxes have a crash-lock base for quick and easy assembly.
- The new design uses less material in the construction of the boxes.

The Customer's Response

"Absolutely stunning!"

