

Peak Performance RRP

A Case Study for Popty Bakery

Weedon

Packaging Solutions Centre

Customer Profile

Popty Bakery is situated in Llanllechid on the outskirts of Bethesda in the Snowdonia National Park. A family-run business, Popty was founded in 1906 and has passed through the generations. Over the years, the company has grown from supplying residential customers direct into a wholesale supplier of shops and caterers across Wales.

Following market trends, the company has revised its product range to focus mainly on traditional Welsh Cakes and Bara Brith. These lines are now available throughout Wales and parts of England at various retail outlets including Aldi, Asda, Co-Op, Morrisons and Tesco.

The Problem

Popty was planning to launch a new product called Snowdonia Shortbread in Tesco supermarkets and needed appropriate Retail Ready Packaging.

The company wanted to capitalise on the increased popularity that Snowdonia was enjoying as a result of the COVID travel restrictions and the growth in holidays at home. The Bakery therefore wanted the outer packaging to reflect the Welsh origins of its product and to stand out from competitors on shelves in-store.

The Solution

Our award-winning design team combined with top quality printing!

- Our graphic designers developed an eye-catching look for the packaging with a die-cut front edge evoking the peaks of Snowdonia, repeated in the graphics on the side of the box.
- High-quality flexo print and the use of Earthinks® environmentally-friendly inks to give strong colours so the graphics really pop on shelf.
- Our structural designers produced an outer that is easy for Popty to fill by hand and to close, minimising time and labour costs.
- We included a perforated lid which can be removed easily by stackers in store when they put stock on the supermarket shelf, for speed of handling and to ensure the box looks good.

The Benefits

- We work closely with our customers to understand, identify and implement the right solutions to meet their needs.
- With a wealth of experience as the UK's leading independent manufacturer of Retail Ready Packaging, we have a range of clever ideas to make packaging quick and easy to pack, seal and open.

