

Product Launch

Case Study for Joe Inglis' 'Vet's Kitchen' 'Little Hearts' cat treats

Weedon

Packaging Solutions Centre

Customer Profile

Pets' Kitchen was set up in 2005 by veterinary expert and TV vet, Joe Inglis, with the aim of creating the very best foods and supplements for pets using only high quality natural ingredients. By developing the 'Vet's Kitchen' range of foods, which promotes better long term health and well-being, Joe has been able to extend his veterinary expertise far beyond the walls of his surgery.

The Problem

- Pets' Kitchen introduced a new product range, 'Vet's Kitchen Little Hearts'. These cat treats are sold in packets which are displayed on shelf where they will compete with other established brands. Packaging must therefore be eye-catching in-store.
- The packets of treats are packed into boxes by hand. So the display packaging must be easy to handle but also strong enough to withstand the rigours of assembly and bulk palletisation.
- Joe Inglis and Pets' Kitchen have strong environmental ethics which must be respected in the production of his products' packaging.



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The Solution

- Weedon PSC designed a smart 4-colour case, which gives the packaging impact on-shelf.
- Litho printing ensures colour consistency.
- The case has a crashlock design which enables quick assembly on the customer's packing line
- Special die cut perforations ensure the packaging can withstand handling throughout the supply chain, while at the same time allowing for easy-open and display, and an attractive look on-shelf.
- The packaging uses only recyclable materials and water-based inks.



The Benefits

The use of a crashlock bottom for the packaging makes it quick and easy for hand-packing on the production line. This means the customer can pack economically on smaller introductory runs when machine-packing is not viable, enabling him to launch the new product and achieve initial sales. Sales volumes are expected to rise as the product becomes more established.

Weedon PSC – the right partner for the job

- Weedon PSC are experts in RRP – in manufacture as well as both graphic and structural design.
- The company works closely with its customers to ensure all requirements are met.
- Weedon PSC is BRC accredited for the hygienic manufacture of packaging for food products.
- Weedon PSC has a strong green policy.

