

The Complete Packaging Solution

A Case Study for Gardman Ltd – Ernest Charles bird tables

Weedon

Group

Customer Profile

Founded in 1992, Gardman is now a leading supplier of growing, garden living, wild bird care and pet care products to garden centres.

The Problem

- Gardman were launching a new range of high-end bird tables under the Ernest Charles brand. They required packaging for four products.
- Timescale – five weeks from design brief to delivery.
- The design had to tie in with the Ernest Charles brand and existing products in the range. A natural look was requested, but the packaging had to be full-colour with a premium look and feel.
- Special requirements: carry handles, ventilation holes, discreet fixings.
- The products were heavy and an awkward shape, so the packaging needed to be robust but still had to look good on display and reflect the products' top quality feel.

The Solution

- In-house experts in both graphic design and structural packaging design, as well as manufacturing facilities, to handle the whole project from concept to delivery
- Right-sizing of corrugated packaging
- Eye-catching design on natural background
- Litho laminated corrugated packaging
- Cut out hand-holes doubled up as ventilation outlets
- Locking tabs on the cartons for hidden fixing and to preserve the integrity of the packaging on opening

The Benefits

- Because we provide a complete end-to-end service, we were able to control all stages of the project to meet the demanding timescales.
- By clever structural design, we developed neat packaging that protected the product in store and in transit, using the minimum amount of board and keeping the box as small as possible to provide maximum protection.
- Our litho laminated packaging provided a high quality gloss print finish in keeping with premium range products.

The Weedon Group – the right partner for the job

- Award-winning graphic design team for the creative ideas to get your product noticed in store
- Innovative structural designers to solve even the most complex packaging problem
- Working closely with our customers to ensure all their requirements are met
- Offering a complete service in-house, including both design and manufacture, to provide full control over all aspects of a project.

