



Grocery Case Study

Heart Shaped Punnets

 Grocery Industry
 2018
 12 weeks
 UK Distribution


westpak®



The challenge and the background

Our client, a large supplier of soft fruit to UK retailers, wanted to utilise the marketing potential around Valentine's Day to increase consumer interest in berries and grow sales accordingly. By packing berries in heart-shaped punnets they would catch the consumer's eye and encourage them to include a healthy dessert or snack with their meal. There was a lack of heart-shaped punnets on the market with available options either failing to be the correct size or being too inefficient to pack. In addition, for the client to have developed their own new punnet would have cost many thousands of pounds in new tooling costs alone. Westpak were tasked with finding a suitable solution within a strict time-frame to ensure the strawberries were on shelves in time for Valentine's Day.

Westpak's solution to the challenge

With our highly experienced and trusted supply chains as well as our detailed knowledge of fruit sizes and fruit packing machines, we were able to successfully produce a heart-shaped punnets with perfect proportions within just three days! The punnet could be heat-sealed for fast, efficient packing and had a new tool charged at a very economical cost. We had to develop, test and produce the new punnet, assist in the creation of new heat-seal tools, and then deliver the punnets abroad in time for fruit to be packed and sent to the retailer ahead of Valentine's Day.





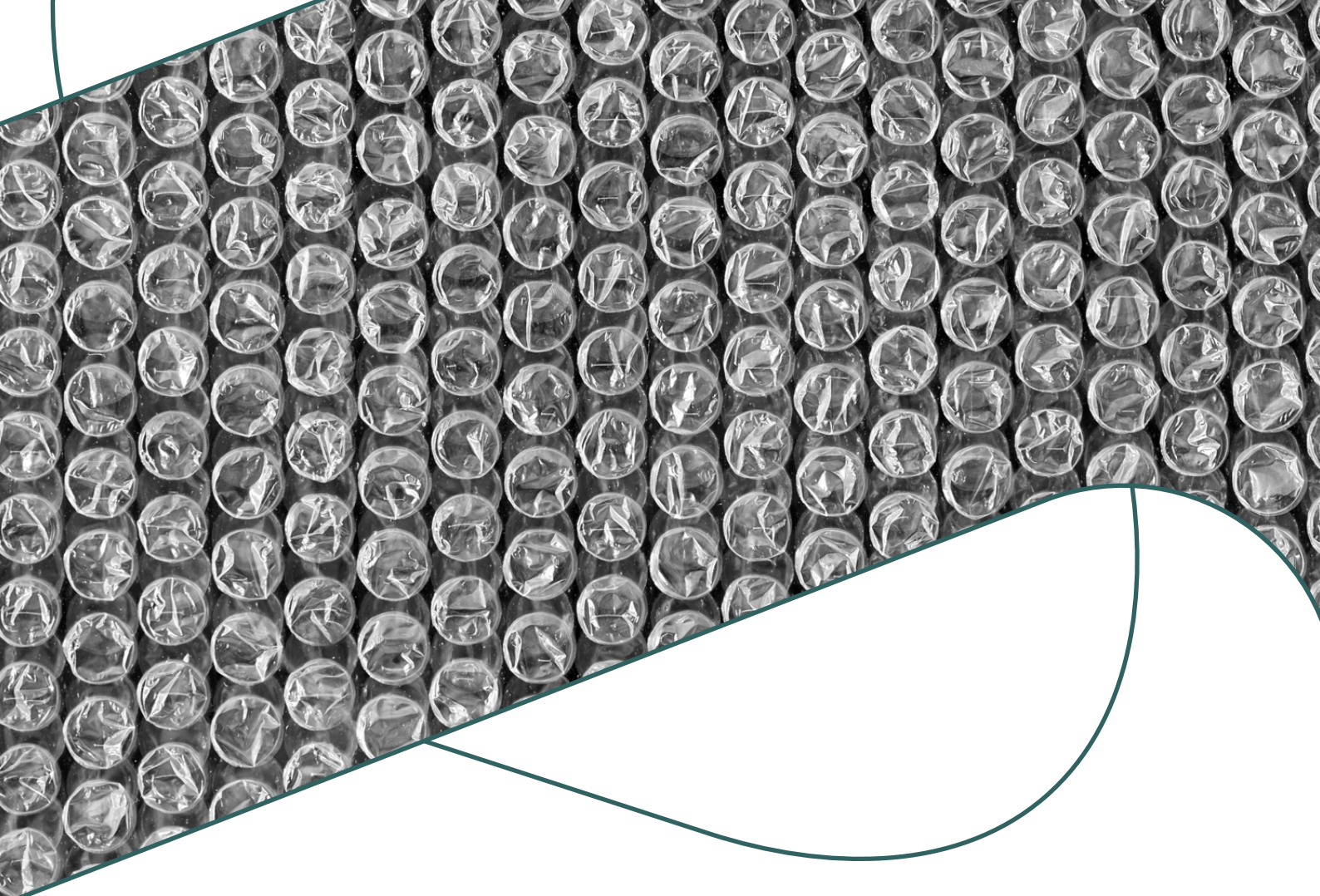
The result

All punnets were delivered on time, the sealing tools worked well and the retailer had the finished product on the shelves in time to promote berry sales! They skilfully included the pack as a 'side' in a meal combination offer. This created scope for the retailer to promote a broader range of products on Valentine's Day and increase sales overall. The Westpak team kept detailed pressure on this project every day to achieve high product quality and delivery success.

Just to add to the challenge, a few days before dispatch, our client called to say they wanted bubble sheets glued into the bottom of the punnets! With no way of automating this at such short notice, Westpak pulled together a team and some equipment to manually glue in the bubble sheets. We pulled out all the stops to insert an additional 810 man hours into the project and still deliver on time!

"Westpak took a challenging brief with a very tight time-line and delivered to the brief and on time. they were exceptionally engaged with the innovation and sensitive to both the logistical and technical challenges within the fresh produce category. Overall, both us and our customers were pleased with the end result".

NPD Manager



Project timeline

This project required strict deadlines to be kept and detailed timeframes to be worked towards. By keeping a close level of focus on the timescales of each stage of the project, we were able to ensure these timeframes were managed as efficiently and quickly as possible.

Packaging Concept discussed with client	3 DAYS
First drawings / prototypes presented	6 DAYS
Final drawings / prototypes presented	28 DAYS
Prototypes sent off for heat-seal tools to be made	21 DAYS
Agreed Product Sign off / production	5 DAYS
Special request Bubble Pads inserted	5 DAYS
Delivery to Southern Europe Completed	3 DAYS

The Westpak approach

Whether creating bespoke packaging solutions or providing items from our standardised product ranges, we remain committed to working alongside key brands across the grocery and foodservice industries, working to a range of sustainability and business objectives.



Westpak's real expertise is in creating diverse packaging solutions using experience, creativity and product development.



We meet the quick turnaround required by Grocery Retailers and Foodservice Chains, displaying their products at their very best.



We create environmentally sustainable and recyclable products which challenge the status quo.



Our creative packaging helps educate your customers and ensures you stand out from the rest.





WESTPAK GROUP LTD

Unit 2B Kimberley Business Park,
Blackness Lane, Keston, Kent, BR2 6HL

Tel +44 (0)1322 284455
Email info@westpakuk.com
www.westpakuk.com

