



# Grocery Case Study

## Secrett's Packaging

-  Grocery Industry
-  2017
-  8 weeks
-  UK Distribution





## The challenge and the background

When you are supplying high quality produce from your own well-managed farms, branding is vitally important to create a look and feel to match the quality of the produce inside the packaging. This was the challenge for Secretts, who were producing high quality produce, but didn't feel the packaging was doing it justice. They wanted to move away from plain, unbranded packaging and move to printed punnets and boxes that would be instantly recognisable and attract the buyers for high end eateries.

# Westpak's solution to the challenge

During the consultation period, Westpak presented relevant packaging options to the team at Secrett's. The chosen products were then taken to Westpak's designers to have the distinctive Secrett's logo integrated. This ensured their established branding was consistent across all the products that Secrett's produce would be presented in. With Westpak's product knowledge and resourcefulness, a range of containers to enhance Secrett's own brand produce were ready to launch.





## The result

The goal was to provide packaging solutions that would establish Secrett's own brand produce. We were able to successfully achieve this objective with our comprehensive range of packaging options and design capabilities. The selection of rebranded packaging items included cardboard produce trays, pick your own fruit buckets and strawberry punnets. The combination of Secrett's reputation for fresh, quality produce, and Westpak's packaging expertise has proved a great success.





STRAWBERRIES  
FROM KENT  
£2.99 A PUNNET

MILFORD

*"When it comes to packaging there are loads of commentators out there, but the Westpak team really help you make it happen. They have enabled us to move forward with our 'secretts' brand, bringing our business great results."*

Secretts

Secretts  
LOVE FOOD AS MUCH AS WE DO  
ESTD SINCE 1908

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# 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.





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