

CASE STUDY | RETAIL ACTIVATION

Best In Class

REMINGTON | **iLIGHT Packaging**
Costco Canada

PROGRAM DETAILS

Remington needed a cost-effective packaging solution to fulfill Costco's request for a larger package size on their iLIGHT product to be placed in-store.

EXECUTION DETAILS

Due to the small size of the product and a medical certification serial number requirement to be visible, it was cost effective to place original product package into a larger package. The design team developed a unique All-in-One secondary package with an integrated insert to hold the product package in place. It also allowed for the medical certification serial number to be seen through a cutout on the bottom of the package.

The design structure allowed for easy setup, assembly, and easy locking of the product package inside. The reduced fillers and inserts also made it quick and easy for the customer to access and remove the product. The litho print was a spot label covering only on the outside of the package thus reducing the size of the label needed. The unique label used Metallic Ink, Matte Coating, Spot Gloss, and Foil Stamping with 4 Color Process Printing.

The design also reduced the overall packaging carbon footprint by reducing the number of setups, machine runtimes, and materials that would have been needed to produce a package with separate inserts.

In addition, the package received multiple industry awards:

2021 AICC/TAPPI Box Manufacturing Olympics

- Best of the Industry Corrugated Structure
- Gold Award, Innovative Structural Design Consumer Focus
- Gold Award, Best Application of Spot or Full Label

PROGRAM SUMMARY / RESULTS

Cost Effective: The packaging was value-engineered to achieve cost optimization, meet the customer's budget, and program objectives.

Assembly/Fulfillment: The packaging shipped flat, bundled, and delivered on time to the client.

Performance: The packaging was easy to assemble and load with product. It performed well on-shelf to build brand awareness, support product, and drive consumer engagement.

Shop-ability: The packaging was stacked on club pallet in an effective product planogram for clean sightlines and shopping ease.

Compliance: Key performance factors drove compliance. The packaging met Costco's request for larger package size. As a result, the customer experienced 100% compliance with the packaging and display execution.

Overall Success: Through customer collaboration, leveraging insights, and strong design activation, the packaging maximized ROI and increased product sell-through. The unique design not only met the needs of Costco and Remington, but it also reduced the overall packaging carbon footprint by reducing the number of setups, machine runtimes, and materials that would have been needed to produce a package with separate inserts.



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