

Delivering brand impact in the big box environment.

A well-known brand of kitchen and bath plumbing fixtures needed a product packaging solution that solved a number of challenges, starting with cost containment and consumer appeal.

We thoroughly researched and tested possibilities to create an ideal labeling system.

The challenge.

As a leading consumer brand of kitchen and bath plumbing fixtures, the manufacturer offers a wide variety of products in a large selection of colors. Yet, big box retailers are limiting the amount of space given to product displays. This puts extra pressure on brands to develop packaging that both catches the consumer's eye and delivers clear information.

Additionally, the company wanted to standardize its corrugated packaging, eliminate obsolete packaging inventory, and reduce overall spending on 400-plus part numbers—all while getting a high-quality printed label that is durable in many environments.

The solution.

After analyzing the needs, Mossberg performed test runs to determine the right combination of adhesive and substrates to meet the customer's specifications. We contracted with third-party labs to perform environmental testing, which confirm that

labels will remain on cartons even when subjected to large and rapid changes in humidity.

We also developed an online inventory management program, allowing the client to access and release inventory at any time. The client also has access to a dynamic label specification tool, empowering users to repurpose tooling and existing artwork to meet the needs of differing manufacturing facilities.

The result.

Mossberg continues to analyze substrates and provide recommendations to reduce costs by suggesting alternatives to higher priced materials. So far, the client has realized a total cost reduction in excess of 10% annually, and it has lowered transactional costs by dealing with Mossberg as a single source.

Best of all, its improved product packaging has made for more powerful brand recognition on the store shelves.



Building products

Retail packaging

Flexography

Labels

Inventory management

Design tools

Cost reduction

Mossberg & Company offers you an extraordinary number of capabilities to give your communications impact when and where it counts the most. Our packaging solutions are focused on your brand, your specifications, and helping you stand out in a crowded marketplace. Contact us today to learn more.

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