

Our Baby!

Multicoloured Vinyl Panels are possible



Artwork Lamination

Shoulder Strap

Our Customer: Whats Watt of Leeds

Their Customer:



Brief

To provide sales presentation cases to support the launch of an Organic range of baby foods

Youthful designs!

SMA wanted to launch their Organic range of Baby food into the demanding market of Mothers and Babies.

With an already established strong brand, they wanted to utilise this further by creating the same impact with their sales presentation cases.

Selecting a different coloured panel on each side of the case and a lamination on the inside panel, instantly the brand stood out and made for an eye-catching case.

Internally they choose to place the product into foam for protection and presentation allowing for the cans to protrude into the lid once the case was opened. By adding a card inlay, the case was internally and externally fully branded ! A great result as we are sure you'll agree.



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