

CASE STUDY

Customer: Cerebos Foods

Title: **Footy Frenzy**

Product: Protag™

- Objectives & Mechanics

To conduct an innovative & eye-catching on-pack consumer promotion without major changes to existing packaging, and with minimum of disruption to normal manufacturing speeds & efficiencies.

- Execution

Installation of two roll-fed Protag application machines on two bottling lines, without major modification to existing plant. Automatic application of Protags at normal line speeds - with no line stoppage during roll-changeover.

- The Outcome - Group Brand Manager, Magda Simor

"We recorded some excellent results during the Footy Frenzy promotion. The impact of the promotion & supporting in-store activities on Fountain's share results has been dramatically positive".

- Project Management

"The Reeltek team were very responsive to our business requirements & challenges. They helped us expedite critical decisions and ensured that we delivered an improved solution for our consumer promotion".

- Technical Support

"Reeltek's technicians helped our engineering & operations team in the trialing and installation of the neck-tagging equipment. This allowed the team members to feel comfortable that we had the right solution, and that manufacturing efficiencies during the promotional period were not going to be compromised".

- End-product (Quality & Function):

"The Protags for the Fountain Footy Frenzy promotion had strong 'stand-out' in stores and generated an excellent sales response. Feedback from our field teams has been positive, and there haven't been any quality issues (e.g. neck tags breaking off, etc)".

