

CASE STUDY

Customer: Sunbeam Foods

Title: **Fruit 'n'ut Tubs**

Product: Prime Labels

- **The Brand**

Australia's market leading dried fruit brand, Sunbeam, was looking to expand their healthy snacking range into a unique packaging format. The new tub format was designed to further expand the recently launched Fruit 'n'ut sub brand. Fruit 'n'ut tubs were targeted at health conscious males and females – primarily 18 - 35 y.o.

- **The Label**

The fresh eye-catching labels create maximum impact on the clear product tubs, while also blending well with the colour-coded resealable lid. Two equally sized labels are used, including a 'back' label which contains the list of ingredients, nutritional information, and the bar code.

As well as label production, Sunbeam Foods also required the labels to be applied on a sub-contract basis – which was undertaken as a key part of the project by Impresstik's recently expanded 'Hi-Dec' contract-labelling division.

- **The Launch**

Bree Colussi, Brand Manager for Sunbeam Foods, reports that the new products have been successfully launched and are "building awareness on-shelf".

- **Project Management**

Bree went on to say "Impresstik's account management for Sunbeam has been excellent. They were extremely helpful in meeting our requirements in all aspects of the project".



- **Technical Support**

Bree continued, "Impresstik's close communication and technical support was also very helpful. This included making sure that the label design was going to meet all of our expectations, and then carrying out efficient application of the labels to the tubs ready for production".

- **End-product (Quality & Function)**

In summary, Bree concludes "With such a unique packaging style for Sunbeam, there was enormous benefit in being able to work with the one supplier where both 'labels' & 'application' are concerned. The end-result of both components met all of our requirements, both aesthetically and functionally.

We were very pleased with the level of service & support we received from Impresstik at all levels, and I'd therefore certainly recommend them and their services to others".