

VETERINARY NEW PRODUCT LAUNCH KIT



Challenge: Develop custom packaging that resembled a doctor's bag and engineer master shipper pack-out to accommodate multiple kits without crushing.

ProjectENGINEERING:

- Create CAD template and provide prototype.
- Manage manufacturing of packaging.
- Hand-assemble and kit pack supplied items (pet food product, informational brochure, magnet and measuring cup).
- Pack-out at 20 per master shipper (5 rows of 4 with corrugate dividers).
- Drop ship to representatives.
- Inventory remaining kits.

SuccessPOINTS:

- Packaging was engineered to print as one piece, which allowed for ease of assembly and overall uniformity.
- Royal Canin reps raved about the unique, compact design and enjoyed having an all-inclusive promotional leave-behind that they could easily distribute to veterinary clinics.