



Nothing is more powerful in generating awareness than consumer sampling. So, when a leading cat food brand was introduced in pouches, the manufacturer devised a targeted sampling as part of the launch.

QUALITY FINISHING AND COLLATING ON BUDGET AND ON TIME



The goal was to deliver a set of six pouches into 1.4 million cat owning households within eight weeks. Hand finishing involved constructing flat-packed presentation boxes and inserting six product samples into a display sleeve with a personalised letter.

In a follow up promotion timed for the next Valentine's Day, 190,000 owners received a red rose and a letter of thanks from their grateful 'pets'. The second promotion involved matching a paper flower display with a personalised insert and leaflet while maintaining Mailsort. The whole project was crucially timed to arrive before 14th February.

The quality of the finished job is paramount, and an unprofessional presentation can ruin a promotion and devalue a brand. Our skilled hand enclosing and collating teams have demonstrated time and again our ability to manage, with extreme accuracy, any complex hand-finishing task.

Working with brands such as Sony PlayStation, Kellogg's, Olay and Virgin, we have built a reputation for delivering the highest quality work on time and on budget.

