



Perfect Packaging for Pet Products

Success Story: Test Marketing Products

Digitally-printed labels provide a cost-effective solution for test marketing products

Customer Situation

A Label Works partner was working closely with a customer in the pet products industry who was ready to test market a new product in three different flavors. As the company was giving away a few thousand test samples, the printed-on packaging the customer used for their other products was not a cost-effective option. The distributor suggested using a blank package and adding labels to distinguish the different product flavors.

Solution

The Label Works sales representative provided information on different label stock options to the distributor and the pet products company so they were able to select the right one to adhere to the oddly shaped package. The sales rep also recommended digital printing so that the customer could order the small quantity they needed, have an exact color match to the product logo and be able to group together the three different flavors labels for the best price. With Label Works 24 hour turn-around time, the pet products company was able to get their test products labeled and into the market with the same look and feel as their regular printed-on packaging.