

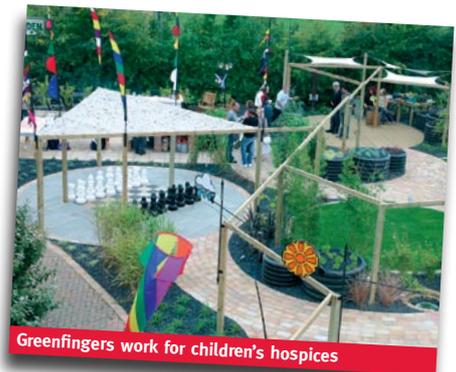
MAGICAL GARDENS FROM SEEDS FOR ROBINS



QVC's gardening guru, Richard Jackson is behind a three-way project bringing together glowcraft, Gardman and the charity, Greenfingers. Chaired by Richard Jackson, Greenfingers was looking for a seasonal promotion to raise money for the charitable organisation's work to create magical gardens for children's hospices.

Greenfingers approached Gardman, and they agreed to feature the birdfood manufacturer's specialist robin food in the promotion – all the product needed now was that elusive 'feelgood factor' to make it appealing. Being able to position it at the point of sale was also important to encourage an impulse purchase. That's where glowcraft's expertise comes in.

Glowcraft packs 125g of Gardman's robin food (a specially blended seed mix) into clear film sachets and then places a sachet in the unusual shaped box we have designed specially for the promotion. The product looks very different from a standard pack of bird food. Our proven, innovative design for a free-standing display bin and information board accommodates the individual packs and is easily moved to position it where it has most impact.



This is a special project for glowcraft. It has given us the opportunity to work collaboratively with two other respected organisations, Gardman and Greenfingers. More importantly the charity is hoping to make £25,000 from the proceeds of the sales.

We'd like to prove that just as 'mighty oaks from acorns grow' so magical gardens can grow from robin food!

PS – All this talk of robins has us thinking about Christmas. We are already working on several seasonal packaging concepts for Christmas 2010 (yes, Christmas next year), so it's not too early to start thinking about your speciality packs, stockings and gift packs for then. Will you be ready?



easyFairs 2010 – make a date

We're glad so many of you came to visit us at easyFairs this year and we hope to meet even more clients (old and new) at the exhibition next year. The event is at the NEC again from 24th to 25th February. Look out for our eye-catching red stand where you can get a flavour of the things we do and talk about what's new.

'Grow Your Own' with style

If you've wandered round the gardening department at Homebase recently you may have spotted a funky new way to grow coriander, parsley, basil, peppers and chives. The concept is that anyone with a windowsill has enough space to 'Grow Your Own'.

The requirement was to find a way of packing seeds with something for them to grow in. Not only that, the packaging had to double as the container the plants grew in. It was therefore very important that the dual-purpose packaging would look good in the home. After some digging around we were able to source pouches in 5 jazzy colours – though getting the consistent metallic finish wasn't easy. The seed supplier, Mr Fothergill provided us with the pre-printed labels for front and back. Now we just had to fill the pouches and that provided a



different challenge!

The growing medium is the difficult bit. How do you deliver exactly the same amount into each pouch? It is difficult to make it move evenly because the growing medium consists of different constituents

– the size, shape, and moisture-retaining content varied hugely, and there were fibres and strands and small chips to contend with too. Once we had

cracked that one,

adding the seeds was easy – they're in a foil-wrapped packet to keep them dry and into the pouch they go.

Once the pouch is sealed, they're put into boxes and they're on their way to Homebase. All the home gardener has to do is to cut open the pouch, find the seed packet inside, sprinkle the seeds on the growing medium, water well and wait!

Mine's the BIGGEST!

At the end of June Steve issued an invitation to the glowcraft chaps to get their tackle out. Boys will be boys, so it's no surprise how many took up the challenge to dangle their rods and see who could pull out the biggest ... fish, that is!

Changing packaging to change your bottom line

Your choice of packaging may be determined by the product and how the packaging has to perform, but there may still be some room to save costs by changing the way you package a product. So long as the packaging does what you want it to there could be a more cost-effective option.

For example, 100g of fertiliser could be packed either in a rigid container (such as a tub), or a stand-up, resealable pouch or a sachet made from printed flat film. The tub would be most expensive and depending on various factors would cost around 25p per unit. If your product does not need to be distributed in a resealable, stand-up container, you could use the more economical sachet instead. This would cost around 5p on average, and could therefore save you 20p on each package.

So, if you don't need the functionality of the more expensive options it would definitely pay to choose the sachet.

Steve says...



When times are tough it can make good economic sense for brand owners to use a contract packer with proven credentials, such as glowcraft. We may not be able to match the prices quoted by 'Fred's in Sheds', but what we can offer is up-to-date equipment, a skilled and experienced management team and ISO9001 certificated practices. That means we are able to reliably deliver what our customers require every time. We handle many different types of packaging so it gives our customers the flexibility to try a different packaging option at relatively low cost.

But perhaps the biggest benefit for our customers is that they know in advance what their packing costs are going to be – and in most cases these are fixed. If a machine fails, or employees call in sick, we swallow the costs associated with these unscheduled

non-productive periods, not our customers.

Brand owners who manage their packaging in-house carry more risk. It's not so easy for them to predict or control the true costs, because unavailability of human or machine resources directly affect their profitability. Changing the type of packaging could be a major cost if it means purchasing a new machine and training staff to run it.

Few would argue that reducing cost and risk does not improve an organisation's financial standing, but exchanging one set of risks for another is hardly progress. The key is to find a quality contract packer you can trust – so give us a call on 01449 723330 or email steve@glowcraft.co.uk

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Meet John Beaumont

John joined glowcraft in March and has quickly become a key, respected member of the team. As our dedicated quality control co-ordinator he holds responsibility for the quality of the work that leaves production, and also organises the annual internal audit to ensure our procedures continue to meet ISO9001 standard guidelines.

John's QC role is to check (and recheck!) the work of everyone in the glowcraft production team. During a job he makes spot-checks on random packs as they leave the production line to ensure the seals are forming properly and the correct amount of product is being delivered into the

package. If it is a mixed product, John is also checking to see if the components are consistently being mixed to the specified ratio.

Working close to home means John can now spend more time with his young family. It should also mean that he has more time to finish restoring the 1973 VW camper van that's in his garage! The recent glowcraft fishing challenge has rekindled John's interest in the sport, though he wistfully remembers the days when he used to see fish in the water. Before starting a family, as a SCUBA diver John visited many of the world's exotic locations underwater.

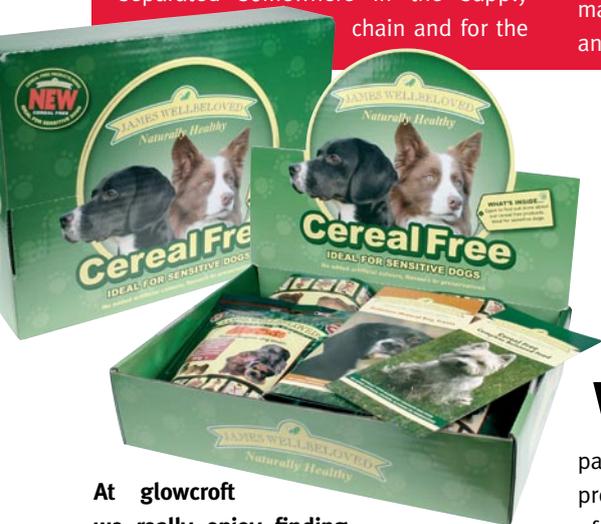


Royal Canin gets promotion into consumer hands

With Royal Canin's promotion through the gardening retailer Garden and Leisure the question was how to ensure that both the product sample and money-off voucher stayed together? If the catfood pouches and £3 coupons weren't delivered as a bundle it would be all too easy for them to become separated somewhere in the supply chain and for the

full value of the promotion not to reach the cat owner.

What did we do? Simple. We used clear film to flow wrap the pouch and voucher together. The consumer could see the product, Royal Canin could be certain the cat owner received both the sample and the voucher, and the single package made it easier for the retailer to handle and distribute.



At glowcraft we really enjoy finding inventive ways of helping our customers.

One of our most loyal customers, the petfood manufacturer James Wellbeloved, asked us to help them promote a new range of dog treats in their 'Cereal Free' dogfood range. The treats are available in two pack sizes – Crackerjacks and Minijacks – and in two different flavours, making 4 different packs in all.

The important thing was to ensure that all of James Wellbeloved's 4,000 retailers received everything they needed in time for the launch. The retailers' promotional

Doggie treat launch WRAPPED UP

pack includes a letter about the new products with an order form, a bundle of leaflets to distribute to dog owners, 2 window posters and a sample pouch of each of the 4 new treats.

To make it as easy as possible for the retailers, we carefully designed the box that contains the launch materials so that they can convert it into a point-of-sale display centre within seconds.

It couldn't be easier for James Wellbeloved either. Once we've put all the contents into the promotional boxes, we pack those into a plain cardboard sleeve. James Wellbeloved only has to add an address label and the launch packs are ready to go.



NO SMALL POTATOES!

Growing your own spuds is growing in popularity, and as a supplier of seed potatoes, A Russell wanted its customers to crop the biggest and best. This prompted the company to introduce a range of organic potato fertilisers for the amateur gardener, and when they asked us to help them we knew exactly what was needed.

The fertiliser was to be available in a range of pack sizes – a 1.5Kg pack, a 7.5Kg pack and a 25Kg pack aimed at garden associations and allotment holder communities. For the smallest pack, we designed a handy box that would sit neatly on the shelf; the two larger packs used the same artwork on polythene bags.

When A Russell asked us to source the fertiliser to fill the packs we even knew where to get that too!

A design to BRAGG about

When charcoal biscuit manufacturer Bragg asked us to help them relaunch their long-standing product, it was a project we really enjoyed getting our teeth into.

The biscuits were originally launched in 1879 and have always been marketed as 'medicinal' because they help to relieve discomfort in the digestive system. The brief Bragg gave us was to give the biscuits a makeover with attractive, modern packaging that would appeal to anyone wanting to enjoy a healthy, savoury snack.

Our design for a new box really shows the biscuits off. The clear window means you

can actually see the unique black biscuits inside and being a key ingredient, wheat was featured on the packaging graphics. Elsewhere we have used an earthy-toned colour scheme to convey how natural the product is. To keep a link with tradition, we incorporated the farm and fields from the original logo but gave it a more contemporary feel.

We couldn't resist trying these biscuits for ourselves – we ate them with cheese, and not only do they keep you healthy, they taste good too!



H.O.P.S' FEEL-GOOD PROJECT

Not all of our design work is for businesses – indeed, one of our recent projects was to revamp the logo and promotional leaflet for a local charity.

The Mid Suffolk Holiday Opportunity Play Scheme's existing leaflet explained how the charity provides play activity days for children and young people with disabilities, but didn't really capture the fun and stimulation everyone enjoys on their day out.

Jackie Markell from the charity gave us an idea of the visual impression they were after, and using that as our guide we incorporated similar themes into the H.O.P.S. information leaflet. The bright colours and kids' smiling faces show what H.O.P.S is all about.

We kept the same image of a child holding an adult's outstretched hand in the logo, but gave it a more fluid, modern style. Changing the logo's colour from brown to vibrant magenta and green continues the theme of liveliness that characterises a day out with the charity organisation.

It's always a buzz to see what happens to our work once it leaves the design studio,

so you can imagine the thrill when Paul, our designer, came across Jackie and the finished leaflets by chance at another charity's fundraising event enthusing about the new design.

Paul's comment? "It's great to have projects from not-for-profit organisations because it makes you feel good when you can make a difference for them."



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