

FOCUS MINI-FLUTE PACKAGING



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CASE STUDY

WATERMELON WATER

CLUB STORE PACKAGING

CHALLENGE:

This all natural highly nutritious and delicious juice has created a splash in the market. The brand owner required an upscale package with the structural integrity to hold the weight of the product and to withstand the travails of the retail environment. In essence a premium carton for a premium product.

SOLUTION:

Our experience directed us to mini-flute packaging in an E-flute configuration. We used a printed 12-point top sheet, which minimizes the washboard effect of paper laminated corrugated cartons resulting in a more upscale look. The top sheet was mounted to E-flute Kraft medium and liner resulting in an elegant yet stable package.



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