

A case study in FMCG packaging expertise



Background

Blue Frog is a New Zealand business focused on producing premium breakfast options with a mission to “liven up your breakfast experience with wholesome, innovative and nourishing choices”.

With an ever-expanding product range including probiotic porridge, cereal and syrup options – Blue Frog were looking for a new packaging solution that was sustainable, as environmentally friendly as possible and more efficient to help speed up print production and time on the packaging line.

The Process

Working together with Blue Frog and a specialised die marker, McCollams were able to quickly and efficiently produce prototypes of the recommended solution, on the carton stock we proposed to print on. Once the packaging mock-up was approved to proceed, artwork, colour match and barcode certification was complete. Final approval and sign-off was completed on the printed sheets on site.

The Blue Star Advantage

Speed was essential and Blue Frog needed a quick turnaround.

With the ability to reduce the traditional packaging manufacturing timelines, and instead deliver a faster, more agile, streamlined integrated production process to deliver the job efficiently and on time.

Sustainability and environmental factors.

Blue Star were able to offer a number of sustainable features within the final packaging solution including: FSC Certification and mineral free inks.

One site solution.

The final product was all completed at one Blue Star print and finishing site including: print, die-cut and carton glueing.

The Result

The job was processed and delivered to specification, within seven working days from approval of the colour proofs. Blue Frog were extremely satisfied with the end packaging result, the attention to detail, expertise and overall customer experience delivered by the production team involved.

“We partnered with the McCollams team in 2018 as we needed not only competitive pricing but quick turnaround of orders and an overarching focus on sustainability. The team over delivered on all of these parameters.....thanks team!” – Scott Baragwanath, Founder.

