

A case study in effective packaging solutions



Background

Garage Project is an independent New Zealand brewery based in Aro Valley, Wellington. The brewery was founded in 2011 by brothers Ian and Pete Gillespie and Jos Ruffell, who transformed a dilapidated car garage and began brewing 50 litres at a time. Today the business is flourishing, has won numerous awards for the many beers it produces and has recently commenced the production of natural wines.

Blue Star businesses have been involved with Garage Project for the past four years, producing carry packs for cans and bottles. Recently they had a challenge with their open 6 can carry pack, with customers scanning a single can barcode instead of the pack therefore only paying for the one can - not six. We were tasked to find a solution to contain the entire pack with only one barcode visible.

The Process

The team at Format and Brebner took the pack and prototyped new designs to fully contain the 6 cans. This involved working to an economical specification that was both efficient and cost effective. The design team worked closely with Garage Project to ensure we achieved this.

The result was a crash lock box, interlocked, totally enclosed and of course fully recyclable.

The Blue Star Advantage

Having a quality end-to-end packaging solution from design through to print and finishing devices ensured we were able to meet and deliver based on the brief. Our packaging design is professional, accurate and consumer friendly, giving our customers examples and prototypes to choose from before committing to their final product choice. Our print devices and finishing are world class, providing high quality product carrying packaging.

The Result

The result is one very happy customer. This is a very popular product line for Garage Project, their sales are continue to grow and with this packaging change, their retail partners are also happy with the knowledge that shoppers are paying for 6 cans and not one.

Garage Project were impressed with the solutions Blue Star were able to provide, the finish of the printed product and also the assurance the pack is contained and secure.

