

# Rebranding Retail Packaging



hothouse

## Background

- Our client was expanding its clothing line to complementing its core offering
- To co-ordinate with the launch date of the new ranges, new concept stores were rolled out to highlight this development
- This retailer had a strong environmental ethos

## Requirements

- Develop packaging products from the initial designs created by the designer company
- Negotiate with the existing suppliers to develop the range
- Find new and more reliable retail packaging sources when existing sources were unable to react in a timely fashion
- Source an improved environmental bag to meet recyclable criteria
- Meet a tight launch date

## Methodology

- Hothouse defined and documented the specifications for all 12 new items
- Work with existing suppliers to develop samples, test strength, reliability and quality but reactions too slow
- Source new manufacturers to produce this new range to provide bio-degradable lamination
- Select supplier, negotiate prices and raise orders
- Design and document electronic and hard copy manual
- Communicated with the stores details of the new design, stock holding, ordering and counting processes
- Phased in new design across the relevant stores

## Solution

- Hothouse sourced and helped the retailer to be the first UK retailer to introduce bio-laminated bags
- Hothouse ensured the quality of the retailer's packaging range was further improved in line with its corporate requirement to meet an environmental policy
- Document and ensure a stringent QA processes is in place and used
- There was a seamless transfer of packaging sources
- The launch date was met by micro managing the initial requirements and working closely with the supplier
- The retailer has been free of quality issues since the transfer to the new source in December 2008