

## Corrugated Packaging Receives Accolade From Major Wine Company

One of the largest wine businesses in the UK is toasting corrugated packaging as the perfect marketing medium after innovative new shelf ready packaging (SRP) designed by the Corrugated Industry has helped boost brand recognition, as well as eliminating corner deformation that can affect stacked boxes during transit.

Award-winning Accolade Wines, the leading global new world wine company, decided to move away from a conventional standard 'one size fits all' secondary packaging for its six-packs of 75ml bottles of wine, to a box with high quality graphics which clearly reflects the premium, commercial and value brands on offer to customers.



The redesign of the packaging included developing glossy cartons to reflect the different tiers of value offering, with a single bottle image added to the side panel. In addition, the corrugated supplier also ensured the packaging could withstand the rigours of being transported long distances and still arrive on shelves in pristine condition.

While many shoppers claim to be unmoved by the packaging of products, a 2012 Canadean survey of 2,000 British consumers found that only a tenth of those surveyed were willing to pay full price for a food, drink or health and beauty product in damaged packaging. Investing in optimal packaging can pay off.

Structural design modifications to minimise strain on the packs when being stacked, lifted and carried were rigorously tested. The new boomerang-shaped handhold has higher strength than a standard handhold to further reduce the risk of tearing. Accolade Wines also has a tiered packaging solution, eliminating corner crush that can result from tertiary packaging in transit, without compromising stability.

The Confederation of Paper Industries (CPI) says that through various packaging innovations, corrugated is providing creative SRP opportunities for the drinks industry while still delivering the supply chain with a highly functional solution that enables both suppliers and consumers to benefit from improved product marketing and presentation.

This is endorsed by Accolade Wine's Product Implementation Manager, Peter Ball, who says the new packaging has significantly improved product recognition in-store.

He said: "Optimising the secondary packaging is key, because we can't expect our customers to understand our wines like we do. Corrugated is the perfect medium for getting the message across of our different products' qualities and displaying regulatory information like country of origin."

"Protection during transportation is corrugated's primary function so the research carried out by the corrugated supplier on the resistance value of the cartons was crucial to eliminating corner crush," said Mr Ball.

He added "We have an ethos that success shouldn't be measured by how the product looks at the end of the production line, but its condition when it arrives with the consumer. Outer packaging is vital to grabbing

consumers' attention which is why we're willing to invest in it."

CPI's Director of Packaging Affairs, Andy Barnetson, concluded: "The use of innovative designs on corrugated packaging is a very good marketing tactic for engaging customers. In this case the new packaging clearly differentiates the Accolade brands in-store. Corrugated is the natural packaging medium through which to explore new opportunities."

## **ENDS**

For additional information, please contact Emma Punchard, Director of Communications, tel: 01793 889609, email [epunchard@paper.org.uk](mailto:epunchard@paper.org.uk).

## **NOTES TO EDITORS**

- The Confederation of Paper Industries (CPI) is the leading trade association representing the UK's Paper-based Industries, comprising recovered paper merchants, paper and board manufacturers and converters, corrugated packaging producers, and makers of soft tissue papers.
- CPI represents an industry with an aggregate annual turnover of £6.5 billion, 25,000 direct and more than 100,000 indirect employees.
- For facts on the UK's Paper-based Industries please visit: [www.paper.org.uk](http://www.paper.org.uk).