

CASE STUDY

KITCHEN ELECTRONICS

A Kitchen Electronics Institution Chooses a Pioneering Partner in Packaging Engineering and Design

CURIOUS AFTER AN INTRODUCTION TO VICTORY PACKAGING'S BUSINESS MODEL, A FAMILY OWNED KITCHEN ELECTRONICS BUSINESS, WITH OVER NINE DECADES OF SUCCESS, TASKED THEIR NEW BUSINESS ACQUAINTANCE WITH OVERHAULING A SINGLE PACKAGE THAT WAS PROVING INEFFICIENT AND COSTLY.

The intent was to allow Victory Packaging to display their package engineering expertise by showcasing the improvements and innovation in packaging design. Victory Packaging did just this. With a single package to improve upon, Victory's team of packaging engineers looked into refining more than just the corrugated package itself. They took the opportunity to introduce their new partners to the world of packaging innovation and technology at their disposition.

The Victory Packaging engineering team provided a multitude of product drawings, renderings, print cards, 3D models, and even resized graphic design files to fit the newly constructed packaging prototypes. The focus remained on providing the customer with an improved packaging solution that would be cost effective and efficient. In fact, Victory Packaging is now the incumbent packaging partner for all new product lines, and is also in the process of overhauling and improving many existing packaging materials.



CHALLENGE

Showcase package design and engineering capabilities in the redesign of inefficient packaging.

DIFFICULTIES

Develop packaging improvements and capabilities that provide more than just another package by offering complete development solutions.

SOLUTION

A single packaging improvement showcasing technology and creative effort ultimately leads to a full packaging partnership.