

# Valuable expert packaging advice



## for gourmet food and drink producers



From

## NEVILLE AND MORE

**Choosing suitable packaging is a crucial decision for speciality food and drink producers and can make the difference between success and failure of a gourmet brand.**

Before deciding on the 'right' packaging, it is important that the brand owner has a clear idea of how the product will be positioned within the marketplace (for instance will the product be a premium brand, convenient brand, safe brand, fun brand etc). The packaging can provide a very powerful differentiator to enhance the desired positioning.

Apart from the basic functional role of enabling transportation of the product from the producer to the consumer, what are the key benefits that packaging provides?

Firstly, packaging protects. Protection provides the consumer with a sense of security and therefore delivers significant brand enhancement. Protection can come in a great many forms,

including appropriate tamper evidence, child resistance, maintenance of product cleanliness or sterility and selection of shatterproof containers.

Secondly, packaging communicates the values of the brand to the consumer. For instance, the choice of material, shape and style of a jar or bottle can all affect the message the product sends to the potential purchaser.

Thirdly, packaging can greatly improve convenience. For example, a lightweight, unbreakable plastic squeeze bottle capped with the latest generation valved dispensing closure can make it much easier to use a product, thereby generating brand loyalty.

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SIMPLE INNOVATION IN PACKAGING™



For further information, contact Mr Adam Clough at Neville and More.

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Finally and quite simply, packaging sells the product by attracting the eye of the busy consumer in an increasingly crowded marketplace and can make all the difference in that split decision when the customer decides whether or not to make that crucial purchase.

By virtue of their scale and volumes, large industrial food and beverage manufacturers have found it easier to customise their packaging to meet the specific needs of their brand. For instance, creating a customised bottle or jar can cost anything from £10,000 to £50,000 and then minimum production quantities can easily exceed several hundred thousand units. These conditions can create an insurmountable hurdle for smaller independent food and drink producers who may be selling their products in smaller quantities.

Neville and More understands the needs of local and regional speciality food and beverage suppliers and has responded with tailored solutions:

### Huge choice 'off the shelf'

In order to broaden the choice of off-the-shelf packaging available to gourmet food and drink makers, Neville and More has created an extensive portfolio of high quality, standard bottles, jars and compatible closures. These products, produced by the most innovative packaging manufacturers in the world today, have all been carefully selected to ensure that they are available with short delivery times and in small, manageable order quantities.

### Flexible, low cost tooling

Neville and More has introduced a new flexible, low cost tooling development programme, to enable the rapid creation of unique, high quality bottles and jars with smaller production run sizes. This initiative has the benefit of dramatically reducing the risk and commitment needed to create a tailored bottle or jar design. Neville and More can facilitate the creation of a brand new bottle or jar for a tooling investment of as little as £700 and a production quantity of 10,000 units.

**We hope that by introducing these two initiatives, Neville and More is increasing flexibility and creating greater choice and enhanced brand differentiation for the growing number of speciality food and drink producers throughout the UK.**



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