

CASE STUDY

LOW-COST TRIAL PACKAGING FOR A NUTRACEUTICAL BRAND

CLIENT OVERVIEW

A nutraceutical company wanted to launch a single-count tablet format to lower the barrier to entry for new customers. They needed packaging that could move quickly to market, look retail-ready, and avoid high upfront packaging costs.

THE CHALLENGE

The challenge was finding a packaging solution that could balance speed, cost, and scalability. Their goals were straightforward:

- Offer A Low Price Point Trial Option
- Move Quickly To Market
- Avoid Heavy Upfront Packaging Costs
- Maintain A Clean, Retail-Ready Presentation

OUR SOLUTION

We helped the company implement a streamlined packaging system built for both speed and efficiency.

- Installed a Vertical Form Fill Seal (VFFS) machine to produce single-count pouches
- Supplied custom printed roll stock with turnaround times under one week
- Engineered a gravity-fed display box for retail shelving
- Designed the system to scale as volume increased

This allowed the brand to go from concept to production without long lead times or complex setup.

THE RESULTS

- Fast Product Launch With Minimal Delays
- Lower Cost Per Unit For Trial Packaging
- Increased Accessibility For New Customers
- Clean, Functional Retail Display Ready For Shelf Placement
- Flexible System That Grows With Demand

KEY TAKEAWAY

For nutraceutical brands, trial packaging is often the difference between customer hesitation and product adoption. By simplifying the packaging process and reducing lead times, this solution allowed the company to:

- Test The Market Quickly
- Generate New Customer Interest
- Build A Scalable Packaging Foundation



GET IN TOUCH

800-277-7007 | ipack.com

CORPORATE OFFICE

701 Brookfield Parkway Suite 300
Greenville, SC 29607