



POOCH & MUTT NATURAL DOG TREATS

Award-winning paperboard container design that meets the supply chain and manufacturing needs of a premium British dog health brand.



MESSAGE TARGET: COMPANIES LOOKING FOR COMPREHENSIVE AND FLEXIBLE SERVICE

CUSTOMER STRATEGY



CUSTOMER IMPACT

As a graphic designer, Pooch & Mutt’s founder wanted his packaging to stand out on the shelf. Additionally, a small business like Pooch & Mutt needs a flexible operations and delivery management process that allows for efficient cash flow management and provides storage options.

Sonoco’s paperboard container met Pooch & Mutt’s design requirements, and our service capabilities allowed us to accommodate their specific manufacturing needs. In this case, we converted units in multiple batches and offered storage at no additional cost, offering a smoother delivery of goods and a more comprehensive array of services.

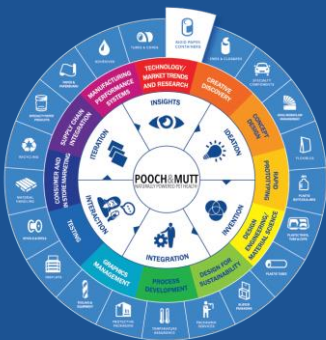
INSIGHTS



While a smaller business may require the same unit volume as a larger company, many don’t have the storage capacity or the cash flow to receive inventory in one batch. Additionally, for a company with six SKUs, it is critical to have a constant supply of product to meet consumer demand.

Not only was Sonoco able to satisfy our customer’s demands for design and performance with the paperboard can, but we also differentiated ourselves by problem-solving our customer’s need for ordering flexibility, delivering a quality product only when the customer needed it.

360° CUSTOMIZED SOLUTIONS



Our customer was able to place its high-quality product in a unique, innovative package that went on to win Gold in the 2014 European Design Awards. We completed this project within the parameters of Pooch & Mutt’s manufacturing and supply chain capabilities, fitting their marketing and operations strategy and supporting their success.

At Sonoco, we invest time and effort into each of our customer relationships. We partner with you to fully understand your business operations and supply chain needs --beyond simply delivering a package. By leveraging our full suite of service offerings along with our manufacturing and design capabilities, we are able to provide an innovative packaging solution that supports your strategy. Let us know what we can solve together.

For more information on this customer, visit: <http://www.poochandmutt.com/2014/06/12/british-entrepreneurial-brand-takes-on-europe-and-wins-big-at-the-european-design-awards-2014/#.U6Bg9gFo9sw.gmail>

KEYWORDS: DESIGN, FLEXIBLE, SERVICE OFFERING, STRATEGY, INNOVATIVE