

# Case Study

## NEW QVC PRODUCT LAUNCH DESIGN



### THE CHALLENGE

- Need for a creative and unique design for a new higher end product launch
- Required a blister card package that could stand up or be hung.
- Due to a new opportunity to launch with QVC the timelines were extremely short.
- Needed numerous different packaging designs and prototypes for consideration in a fraction of the standard turnaround time.
- Packaging and blister cards needed to be produced in Asia and packed in the US.

### OUR SOLUTION

Our team analyzed the situation and designed a unique packaging solution to help the product stand out at retail:

- Quickly provided numerous drawings and prototypes to speed up decision making to meet the QVC deadline.
- Provided 3D printed prototypes of the product before the actual product was available to help keep the project on track.
- Worked with customer to modify the design in very short timeframes to meet their desired aesthetics to showcase the new product.
- New design was unique due to it being a 2-piece blister, holds the product and all of the accessories in an attractive way, is secure (Natrалock®- theft deterrent), and can stand on its own or be hung on a peg.
- Collaborated with our suppliers in Asia (that we have long term relationships with) to produce prototypes and respond quickly to changes to help meet the required deadline.
- Dedicated Project Manager.

### THE OUTCOME

- A successful and timely new product launch at QVC.
- Due to the quick turnaround and experience working with our international manufacturers, it enabled the customer to build significant credibility with QVC for future new opportunities.
- A package that will work for both QVC as well as other retailers.
- Versatile package design works in either a retail ready case or can be hung on a peg.
- Significant new business.

Looking for fresh packaging solutions for your brand? Even in a pinch, PAX Holdings Global can help!  
Contact us today at (312) 857-4158