



Case Study

Innovative Consumer Package Spotlights Launch of New Product at International Trade Show

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Al Olmstead, VP Sales
Quincy Resource Group

BUSINESS NEED

Our client, a leading commercial lighting manufacturer, was introducing a new state-of-the-art lighting solution at the World Expo in Las Vegas. The Client had invested a great deal of resources into creating this breakthrough solution and branding of this product was mission critical to the successful launch of this new product offering.

The Client needed a consumer package design that would spot light and promote brand attention to this new revolutionary lighting product at the show and throughout retail distribution.

CHALLENGE

The Client’s marketing team had only two weeks to design and produce consumer packaging that would highlight the product brand and protect the product in transit.

SOLUTION

Having worked with Quincy Resource Group’s team of design engineers in the past, the Client felt confident our team would meet the challenge. Together the Quincy design engineers worked with the Client to create a design concept and tested numerous prototypes until collectively they reached the perfect packaging solution.

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APPROACH

The Quincy Resource Group design engineers developed a graphic shell to protect and house the lighting product. Working on a tight timeline meant coordinating with Quincy’s production team to change press times to accommodate the project. Working seamlessly the team produced the packaging units within 24 hours and air freighted them to the customer.

BENEFITS

The Client’s product received glowing reviews from critics and show attendees. Orders exceeded their initial projections but having Quincy Resource Group available to produce the packaging meant the Client could easily fulfill all of the product orders. Achieving the impossible that’s what we do best, and we have the track record to prove it.

Give us a call and let us show you how to achieve your goals.