



## DIAMOND PET FOOD

Diamond Pet Food is a family owned company headquartered in Meta, Missouri. With manufacturing facilities in five states, Diamond Pet Food products are available in more than 100 countries.

## THE PROBLEM

### PRINTING, KITTING, AND SAFELY SHIPPING A COMPLEX RETAIL KIT

Work with Diamond Pet Food’s agency of record to launch a successful instore promotional campaign for a high-end specialty pet food. Project engineer, produce, package, and ship 8,000 retail kits containing seven different items and distribute to individual stores across the country.

Each kit contained seven unique items designed to promote a new high-end line of products in the Taste of the Wild product line. The retail kit and campaign consisted of multiple in-store branded signage items of which included:

- Large adhesive window/door clings
- Counter mat
- Aisle violator
- Hanging comparison card
- Promotional floor cling
- Product brochures
- Price cards

The items were all contained in the custom printed shipping carton. This multi-faceted retail kit required a highly organized approach to produce various materials and ship them to each store successfully.



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## **THE SOLUTION**

### **CUSTOM PACKAGING TO ENSURE EASY SETUP AND SAFE SHIPPING**

The custom box, designed by NextPage, provided protection of the contents inside to ensure the products were not damaged and were neatly organized for efficient distribution.

- Print materials – consistent ability to produce color on a variety of different substrates, as well as consistent quality and branding across three different print techniques.
- Custom shipping carton allowed for all pieces to lay flat and prevent damage during the distribution process.
- Easy to locate cover letter with contents and instructions tipped on top of other pieces as well as user friendly, easy to navigate packaging for easy setup.

## **THE RETURN**

### **KITS WERE SUCCESSFULLY FULFILLED AND ARRIVED SAFELY**

NextPage provided a unique single source solution that, in the end, saved time and money for the client. By keeping all of the pieces organized and produced in the same location, kitting and distribution were efficient and cost effective. All retail locations were able to utilize the new marketing display pieces to promote their latest product with the help of the organized custom kitting provided by our team.

