

We're still banging on about drums!

We're still banging on about drums but we're revealing more about them too...

There's now an additional way of securing product in a tube or dispensing it from the tube: Different Packaging have developed a tear strip to work down the length of the tube which permits normal filling of the contents into the tube. Once the cap's on, you have a sealed tube. You can even glue or weld the plug in place so you have a full tamper-proof pack.



Birds of a feather

CJ Wildbird Food decided to use this method for dispensing their peanut feed bars for our feathered friends. The solid welded on base means that there is no fat spill during filling as the bases don't fall off; litho printing onto the PP has meant that the designs can be bolder and brighter with great quality; and the dispensing method has meant consumers don't have to touch the product inside !!

Mini tube mania..

Impulse purchase products in different, exciting formats have traditionally been expensive to launch because of the pack cost and the associated cost of filling. Different Packaging has now been able to assist with Elizabeth Shaw's range of Vodka Shot and Famous Names mini-tubes by offering a small diameter tube at the right price.



The high quality insisted on by Elizabeth Shaw requires a relatively slow packing line, so the need to hit key packaging price points was imperative. These mini packs, which reflect the branding of their larger parent packs, are being marketed at 99p - an ideal impulse price. As a bonus, these mini tubes enjoy the benefit of relatively low tooling and start up cost allowing a significant market launch in a short period of time.





The fat is mixed with peanut flour, and sometimes seed and insects, before being poured into the tube and chilled: the consumer, once they decide to feed the birds, simply pulls down the vertical tear strip. The clever addition of a horizontal tear strip round the base allows the pack to be pulled fully away from its contents so that the consumer can take out their bird food bar without having to touch the fat.

Happy consumer, happy birds! A real case of more is less.

www.birdfood.co.uk

So in the battle for impulse purchase packs Elizabeth Shaw has proven that in most major supermarkets you can act on impulse!

round and oval, clear and printed, board and plastic tubes

paperboard, PP, PVC and injection moulded

How do you like yours?

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You need cost effectiveness, we have something to suit, be it for small, medium or large production runs.

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