



Flexible packaging pouches put trial product in customers' hands at point-of-sale

BlueStop Max turns samples into sales with FlexPak material

When a product speaks for itself in its performance - consumer sampling leads the way to fast sales. Brands who put samples into consumers' hands for easy, efficient trials are the ones that seal the deal. Clavel Corporation, which manufactures the revolutionary BlueStop Max pain relief ointment, found a way to put consumers in the test driver's seat – right at the point-of-sale.

Using Avery Dennison Rapid-Roll® FlexPak™ technology, Clavel provides consumers with samples during in-store demonstrations at Sam's Club locations nationwide. As shoppers test Blue Stop and the product begins to work

its wonders, they are turned into believers in the power of the ointment.

Blue Stop is a massage gel made with all-natural ingredients designed to relieve aches in the muscles, back, neck, knees, feet and hands. Users cite virtually immediate pain relief.

The product was launched in 2008 with a 38-store trial at Sam's Club with an in-store demonstration at each location once a month. Dason Williams, vice president of marketing with Clavel, explained initial trials featured a full-size sample bottle from which shoppers could trial.

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John Gilman of Gilman Nutrition

“Shoppers were able to test the product, but they had nothing to take away with them and nothing they could take home to share with friends and family,” Dason said. “We wanted to put something into their hands that could speak about our product’s performance.”

Clavel consulted Gilman Nutrition, a Tampa, Florida-based contract packager that specializes in flexible packaging for the nutraceutical industry.

Flexible packaging products are multi-layered structures designed to be provide advertising, shelf appeal, and the all-inclusive functional structure with product contents awaiting use inside. They are specifically built to showcase the high-end graphics mandatory in today’s marketplace while providing the necessary barrier and shelf life the contents demand. Utilizing paper and film-faced laminated materials, these structures are comprised of components to provide specific performance characteristics required by the finished application.

While the package exterior is designed to promote graphic appeal, the entire structure provides performance which includes barrier properties to protect from gases, odors or chemicals from entering or exiting the package. And, in some cases, today’s manufacturers are putting more effort into repackaging their existing products for convenience, portion control, re-sealability and safety than changing the actual product being packaged.

The resulting product is flexible packaging that delivers convenience for today’s grab-n-go lifestyle, along with outstanding product brand recognition and superior functionality. Flexible packaging structures offer a measureable means to better service our total environment with lower production outgassing, less transportation needs and less product to fill our landfills.

John Gilman of Gilman Nutrition explained brands are more frequently turning to flexible packaging for their packaging needs.

Turnaround time can be four to five times faster than bottled products and the samples can shave thousands of dollars off shipping costs. Less warehouse space is needed to store flexible packaging materials over bottles, lids and other packaging options.

Plus, flexible packages are easy to use and fit right in a purse or pocket. “Flex pack samples are like business cards that tell your story with a product trial,” Gilman said.

Gilman said that material choice is a critical factor for any flex pack application. Avery Dennison offers approximately 30 materials for flexible packaging operations.

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aligning with a company that has the ability to provide quality product on a consistent basis. I work with Avery Dennison because I know we will receive reliable product," he said. "Along with that comes the expertise of an organization that knows the flexible packaging industry through and through."

Gilman explained Avery Dennison sent technical service experts and other representatives for product run trials and other critical steps to ensure the material runs smoothly.

"We leverage our relationships throughout the value chain to share our knowledge and ensure excellence in every application," said Cindy Collins, business development manager for flexible packaging at Avery Dennison. "We work with our suppliers for excellent material quality, printers for ink and varnish choices, and contract packagers like Gilman to share best practices while form, fill and sealing the material."

The final product is a flexible package that protects the ingredients and provides superior visual appeal. For BlueStop Max, this sample program has proven to boost sales. Using the flexible packaging samples at the live demonstrations held at the Sam's Club locations, the company now sells 80,000 units of BlueStop each year.

"There are so many forms of advertising we could choose. The live demos and flexible packaging samples allow us to tell our story and give consumers something they can take home, go online and learn more about who we are and what we do," said Clavel's Williams. "We find this is the advertising that works best for us because the product works. It speaks for itself."



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