

# Creating Value from Strength

Project: King Brewery Dark Lager and Pilsner Packaging

Client: King Brewery, Nobleton

Production: Strategic Packaging Solutions

DURING THE DESIGN PROCESS, special attention was paid to the need for easier handling. King Brewery wanted a box that would be easy to open and glue to package its beer so the box had to close. The box also had to be sturdy enough so the consumer would feel confident to lift the case by one handle without the case would rip. According to Bolak, building the box into the packaging also increased the perceived value.

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**THE RISE OF MICRO-BREWERIES** means more products being offered in beer stores. Whereas beer stores of the past stocked only a handful of the big-name brands, stores today stock no fewer than 300 brands of beer from around the world.

To differentiate themselves, King Brewery approached Strategic Packaging Solutions to create a sturdier, more upscale package. Since his company is relatively small, with only about 25 employees, Ted Bolak, CEO of Strategic Packaging Solutions could be more flexible with the creation process. Instead of dealing with the big companies such as Labatt or Molson, the rise of micro-breweries opened up Strategic Packaging Solution's market to smaller clients, enough to give the company steady growth.

Strategic does not do its own printing; instead it farms out that level of production through brokers. "It's better for us to deal with trade houses," says Bolak. "There are enough of them around the Toronto market so we can shop our business around to other people. Some of the houses, we deal with them because they send us work too."

