



**Client:** National Food Retailer

**Project:** Packaging for Retail Product Launch

# Protective Packaging for a New Product Launch

CPG PACKAGING

3PL WAREHOUSING

## Our Challenge

A national food retailer planned to launch multiple new products in grocery stores and retail locations across the country, and this launch required new, branded packaging.

Inventory space was a critical challenge for the retailer. It needed the new packaging for the launch; however, there wasn't room in its available inventory to store the packaging in the quantities needed. This meant expensive, smaller and more frequent packaging orders that would result in higher costs or a smaller launch limited by packaging availability.

This food retailer had previously worked with GO2 Partners to better manage its retail labels, resulting in 10% to 15% savings on label costs. The company asked GO2 to provide a better packaging solution for the launch.

## Our Solution

After discussing the challenges, GO2 suggested storing the packaging in a third-party logistics (3PL) warehouse. With GO2's national network of warehouses, packaging orders could be quickly filled at a lower cost without putting pressure on existing inventory space.

GO2 then evaluated the requirements, which included expected quantities, branding, and testing the packaging. With the requirements identified, GO2 approached multiple manufacturing partners, including several production areas, for streamlined disaster recovery and supply chain resiliency.

After reviewing the options, GO2 selected two vendors. The new packaging was tested with handmade mock-ups from each one. After the retailer approved the mock-ups, GO2 conducted a month-long production test, from which we filled the 3PL warehouse and prepared for the launch.

## Our Results

The new product launch was a massive success, with the product available in stores nationwide. The company couldn't be happier with the 3PL warehousing option. This has reduced pressure on its internal warehouse resources and inventory and provided significant savings from its initial estimates.

This program not only provided cost reduction and a solution to warehouse troubles, but also supply chain resiliency, disaster recovery and quick shipment options. These benefits gave company leaders peace of mind and helped ensure a smooth launch.