



Healthcare

INSTANT KNOCKOUT

Weight-Loss Supplement

Weight-Loss Supplement Bottle Packs a Punch

With Thanksgiving behind us and the New Year right around the corner, many of us are looking to slim down as we make our resolutions. However, it can be daunting when perusing the weight-loss aisle where boundless supplements reside on the shelves. Now there's a new kid on the block that's sure to catch your attention.

Robert Parker, owner of Roar Ambition, realized that when he developed his new weight loss product targeted toward men he needed to differentiate himself from the rest of the pack.

To create that impact, Parker designed a dramatic package — a clear plastic bottle molded in the shape of a clenched fist to show off the bright red capsules while projecting his “knockout fat” theme. It is intended to be eye-catching and created specifically to appeal to his targeted consumer: younger men who are currently working out but who want help losing those last few pounds of fat.

“My goal for Instant Knockout,” says Parker, “was to make it the number one fat-burning supplement on the market for these men. We had spent many months creating, researching and testing a very effective formula, and I wanted branding and packaging that delivered the same impact as the formula.”

TricorBraun partnered with Parker to design this unique concept into

a finished bottle that would hold its dramatic shape when molded in clear plastic.

“The TricorBraun designers and I spent a lot of time talking about what was possible,” Parker adds, “and they would then consult with the bottle blower. I was very keen to get the bottle perfect, even if it would delay the project. We were pushing the limits of design and blow molding capability.”

TricorBraun also counseled Parker on the materials for the package, polyethylene terephthalate glycol-modified (PETG) for the bottle and polypropylene (PP) for the cap. Parker's branding agency, Robot Food, which designed the Instant Knockout carton that holds the bottle, suggested branding the bottle by printing the Instant Knockout logo

(the letter “K”) prominently on the black cap, embossing it in the bottle body and adding a tag to the neck of the bottle as the bottle itself would have no label.

TricorBraun Design & Engineering Group is a business unit of TricorBraun, one of North America's leading providers of rigid, corrugated and flexible packaging. Our team's primary mission is to design, engineer and manage the development, production and commercialization of custom packaging

solutions for personal care, cosmetics, healthcare, food and beverage, industrial household chemical and animal health products. It is supported by TricorBraun's more than 40 offices globally, holding one of the largest inventories of rigid packaging components worldwide. For more information about TricorBraun Design & Engineering Group, contact Charmaine Laine, Marketing Communications Manager, at claine@tricorbraun.com or 630-645-1208.

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