



Food & Beverage

P28

High Protein Spread

TricorBraun Creates a True Game Changer for P28 2016 PAC™ Global Leadership Award Winner

The P28 brand is all about changing the game and they needed a package redesign and a decoration method to go along with that notion. The company was launched by three brothers in the baking business who decided they needed to get in shape and lose weight. Initially, they turned to an exercise and nutrition program but when that didn't produce the results they were looking for, they turned to their personal trainer who was also a nutritionist. The brothers plus one joined forces and in 2008, they introduced a bread and the original high protein spread.

Originally, the high protein spread was packaged in a "peanut butter style" jar and wasn't well differentiated nor was it disruptive on shelf. According to Jeff Prince, Director of Operations, P28, "We wanted to get away from being just another typical spread jar on the shelf. With P28, we are always looking to change the game. We're always looking to be original and offer our customers high quality, innovative products. We wanted that same idea to hold true in our packaging."

Prince goes on to say, "We chose TricorBraun because of their game changing design capabilities, the quality of their work and their top notch communication." The process at TricorBraun began with

the discovery phase. This allowed the team to clearly comprehend, define and help P28 realize their vision. Many things were taken into consideration including brand, competitive landscape, technical restraints and success criteria.

It was clear that the package needed to be a PET 16 oz. jar and that there were seven SKUs but according to Prince, "We were searching for something unique, exciting and high quality that screamed pick me up! If the consumer picked up the jar just to feel the difference in the structure, we knew this would ultimately lead them to reading about our product and its benefits."

According to Samantha Juna, Package Design Manager, TricorBraun, "We looked at a variety of shapes, closures and different deco methods including labeling vs. shrink sleeving the bottle but the big turning point came when we agreed to play up the sports angle and truly differentiate from a regular peanut butter. We explored surface changes, more pronounced textures and athletic silhouettes. We

took inspiration from some of the sports drinks on the market." She explains further, "We essentially left the peanut butter category and went to nutraceutical."

About the time of reaching design freeze, Molly Fuehrmeyer, Graphic Design Manager, TricorBraun was revamping the current graphics and applying them to the structure for visualization. According to Fuehrmeyer, "The goal was to highlight the attributes of the shape of the bottle

and we were confident that a shrink sleeve would be the best deco method to capture the vignette on the arch."

Additionally she states, "The first approach was to take the original artwork and conservatively make it work with the new structure but

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P28 felt that a more playful look was needed while retaining the established SKU colors and the logo positioning.” The final artwork includes opaque areas where the text is clearly readable. This leads to a vignette that accentuates the shape and then a clear arch that reveals how much product is left. It was important for the flavors: almond butter, signature blend, white chocolate, banana raisin, caramel turtle, peanut butter and apple crisp to be very visible on shelf.

After a year in the making, the product was launched in the summer of 2015 and in 2016, the package design recently won the PAC™ Global Leadership Award: Silver in the Food & Beverage Brand Revitalization category.

TricorBraun orchestrated the process with multiple outside suppliers. The bottle is manufactured by Pretium, the stock closure is from PANO and the shrink sleeve is done by Metro Label. The bottles are filled by P28 and can be found in retail in the US at all Vitamin Shoppe locations, 800+ Wal-Mart locations, all Wegmans and thousands of others. In Canada, the product can be found at Popeye’s and online at SupplementSource.ca and SupplementsCanada.com.

About P28 Foods

P28 Foods is a high protein food company located in Syracuse, NY. Founded by third-generation bakers, we are dedicated to providing our customers the most delicious and nutritious high protein

food products available. For more information about P28 Foods, contact Jeff Prince, Director of Operations, at jeff@p28foods.com or 888-667-7533. www.p28foods.com.

About TricorBraun Design & Engineering

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, please contact Charmaine Laine, Marketing Communications Manager, at claine@tricorbraun.com or 630-645-1208.

