



Healthcare

4 GAUGE Pre-Workout Supplement

NEW ECOMMERCE SPORTS NUTRITION PACKAGING HELPS BOOST SALES BY 300%

Leading sports nutrition company, Roar Ambition, partners with TricorBraun on stand out packaging for new sports pre-workout supplement product launch.

Roar Ambition, a UK based ecommerce company, knew that visual disruption would be a critical factor in the success of their new product for what is considered a tremendously popular segment of sports nutrition. They are targeting a younger generation of fitness enthusiasts, men and women age 18 to 35, with a pre-workout supplement. While powder supplements are often sold in flexible pouches, the theme for this new launch would include a rigid bottle.

The idea for a rigid bottle that looked like a shotgun shell casing was the brainchild of Robert Parker, owner and president of Roar Ambition. Parker says, "I sleep and daydream a lot – that's where the ideas come from." He explains, "A shotgun comes in different gauges and the lower the number, the more powerful the shot. Four is the lowest but they aren't made anymore. I knew I wanted the color red to coincide

with the feeling of energy." The number four in [4 Gauge](#) also represents an all-natural, 4-in-1, pre-workout formula designed to enhance raw strength, strong focus, long-lasting energy and intense muscle pumps.

Objectives for the packaging were well defined. The container needed to stand out from the competition on social media and other online marketing avenues because Roar Ambition only sells their products directly to customers online. Creating product packaging that stands out visually in a crowded market place would be critical for success. Additionally, the size of the container would need to hold a specified amount of powder and the opening of the container had to be large enough for the contract filler.

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**—Robert Parker, Owner & President,
Roar Ambition**

Sports nutrition is a \$7 billion category with a projected growth of 8.4 percent CAGR by 2021,¹ the highest growth rate among vitamins, dietary supplements and sports nutrition nutraceutical categories. With a unique theme in mind for the launch of 4 Gauge, a pre-workout formula, Parker, reached out to TricorBraun, a leader in rigid packaging. Parker had partnered with TricorBraun previously on the launch of Instant Knockout. Given the successful launch of [Instant Knockout](#), Parker was confident that TricorBraun would provide the results he was looking for and needed. 4 Gauge was launched in January of 2017 and sales have grown month over month by 300%.

TricorBraun sourced a stock HDPE (high density polyethylene) bottle and a customized PP (polypropylene) lined closure with gold metal sheath. The bottle also has a raised edge at the top to

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emulate the edge of a shotgun shell. Together, these components and features resulted in a one-of-a-kind packaging solution. For additional protection, tamper evidency, and to ensure that the quality and freshness of the product is retained when delivered, the decision would also be made to wrap the body of the package in a clear plastic film.

According to Parker, "Based on past experience, I knew that Joe (Mazzilli) would be able to manage the multiple U.S. based vendors involved with ease, get samples to me quickly and leverage the design and engineering team to ensure the proper fit of a custom closure with a stock bottle. While Joe and his international team were managing all of this, I was able to remain focused on our website, marketing and order fulfillment." Packaging development required the management of multiple components from a variety of manufacturers, fillers and decorators. Mazzilli adds, "Working with multiple partners, we remained mindful of the unique challenges associated with the delivery of ecommerce products as they relate to fit and function. Rob had a vision for differentiation and while we were able to achieve this, we also had an eye to building brand loyalty by delivering on consumer expectations."

¹ Euromonitor *Vitamins and Dietary Supplements in the US 2016*

About Roar Ambition

[Roar Ambition](#) is a progressive health and fitness company based in Leeds, England. They produce premium sports supplements and video workout guides for gym enthusiasts who are serious about their training and getting results. Their products are produced in the USA and UK under strict guidelines, using the latest research and testing.

About TricorBraun

TricorBraun Design & Engineering Group is a business unit of [TricorBraun](#), one of North America's leading providers of rigid 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.

