



Healthcare

TRIVITA® ADAPTUIT™ Dietary Supplement

Adaptuit Gets Distinctive “Shelf Presence” Despite Crunch Time

A product being sold via television infomercials has a different “shelf impact” challenge from one selling from a retail shelf. The package can’t be touched and handled — the act that usually results in a product going into a shopping cart. The consumer also can’t compare it to its close competitors, which in a store would be standing on the same shelf. It needs to have extraordinary visual impact to project its value on television screen and grab the viewer’s attention.

Nutritional product manufacturer TriVita® brought this challenge to the TricorBraun Design & Engineering team in 2012: to create packaging for its new Adaptuit™ nutritional supplement. Adaptuit is a powerful, pharmaceutical-grade quality nutritional supplement that combats the damaging effects of the stresses of active modern life, including mental, physical, environmental and emotional stressors. It contains 10 natural plants and herbal extracts with adaptogenic qualities that help the body respond to stressful situations. TriVita’s objective was to create a powerful enough visual appeal to capture the attention of television consumers which would result in driving consumers to purchase the product.

TriVita not only wanted this premium product to stand alone — to be distinctive from in-store stress relief products — but also to be differentiated from other TriVita products. Adaptuit is not a gender-specific product but is primarily targeted to women, so TriVita also wanted the package to have a strong feminine appeal, while not alienating men.

In the design brief that TriVita developed for the Adaptuit package, it envisioned a unique 32-ounce custom bottle teamed up with a shrink sleeve label carrying distinctive graphics. The bottle shape needed to be unique and memorable, while projecting a premium aura.

As an added challenge, the TricorBraun Design & Engineering team faced a compressed time frame to develop the bottle and graphic designs. The Package Design team responsible for the bottle design immediately began developing several bottle concepts that met

the client’s key objectives. Then, as soon as TriVita chose a final bottle concept, the Graphic Design team responsible for the label graphics began working on shrink sleeve graphics, even though the final bottle had not yet been engineered, laying them out on a placeholder shrink sleeve template until the bottle was finalized. This enabled TriVita to review and approve the sleeve graphics while the bottle was being finalized — a time savings made possible because TricorBraun’s structural designers, graphic designers and package

engineers all function together under one roof as TricorBraun Design & Engineering team.

By using this overlapping design technique, the teams were able to bring the bottle and shrink sleeve graphics together in record time

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—Sargon Daniel,
Product Marketing Director, TriVita

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and the launch went off as planned. The Adaptuit bottle has since been viewed in TriVita's televised infomercials, in its print ads and catalog, and on the TriVita website, all with equal success.

"We are thrilled with the finished product," says TriVita Product Marketing Director Sargon Daniel. "We have received nothing but compliments about the uniqueness of the bottle shape and the beautiful graphic design. We achieved our goal of creating a unique design that captures the emotions we wanted to evoke."

In 2013, Graphic Design USA added to this success by presenting TricorBraun with its American Graphic Design Award for the Adaptuit shrink sleeve graphics.

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.

