

Household Packaging
WHOOSH!
 Screen Shine Cleaner



A Chance Encounter Brings WHOOSH! and TricorBraun Together to Produce an Innovative, More Sustainable, Custom Packaging Solution

Canadian-based WHOOSH!® is a specialty cleaning solution safe for electronics and gaming screens that removes dirt, germs, and dust. The brand is also used by one of the leading multinational technology companies headquartered in Silicon Valley.

Not surprisingly, with products available to help tech enthusiasts and gamers across North America, WHOOSH! maintains a constant social media presence to reach its target audience.

And serendipitously, a chance encounter on social media by Michael Kovendi, the company’s chief financial and operations officer, provided WHOOSH! with exactly what it needed: a new packaging design made with the environment in mind.

“While we had initially been sourcing packaging from a global supplier, we needed a new supply chain strategy to help minimize our environmental footprint,” said Kovendi. “That’s when I discovered an informative LinkedIn post from TricorBraun packaging consultant Alyssa Gazza on the advantages of partnering with local manufacturers.”

When Kovendi contacted Gazza, he learned that TricorBraun had manufacturing facilities in Canada

and that Gazza’s office was just 10 minutes from the WHOOSH! office in Toronto. WHOOSH! also sought to rebrand its 1- and 3.4-ounce “Screen Shine” on-the-go cylinder bottles and transform its “Screen Shine PRO” non-refillable bottle into a reusable application to support the brand’s sustainability efforts.

“With our local manufacturing capabilities and custom packaging solutions, TricorBraun became the perfect partner for WHOOSH!,” said Gazza.

TricorBraun’s extensive experience and creativity were the catalysts in bringing our vision to life. As a result, the function of the 16.9-ounce bottle changed entirely, allowing us to evolve from being a one-and-done product to a refillable solution that is more innovative and sustainable.

— Michael Kovendi, Chief Financial & Operations Officer, WHOOSH!

Winning Over Gamers and Tech Enthusiasts with Unique Bottle Design and Functionality

The TricorBraun Design & Engineering team recommended designing a custom 16.9-ounce PET bottle

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that would utilize a refillable cartridge system for multiple reuses. "This packaging solution is designed to cut down on plastic waste, and help reduce your carbon footprint over time," said Gazza.

The package design concept enables the WHOOSH! user to add water to the empty bottle and then place the concentrated cleaner cartridge in the neck of the bottle. For the concept to work, TricorBraun developed a precise design that included a specific distance between the water fill line and where the refill cartridge sits. When the user fully threads the trigger collar onto the bottle, it allows for the cartridge to release the concentrated product correctly.

"We also needed the design to make both the cartridge replacement process and use of the sprayer bottle intuitive for the consumer," said Marco Serrano, design development manager, Design & Engineering, TricorBraun. "It was critical to ensure the end user did not overfill the bottle and make the product ineffective. So, we designed a surface edge transition in the body of the sprayer bottle combined with clever shrink sleeve graphics to indicate the correct water fill level."

In addition, to better reach its consumer target, WHOOSH! sought a modernized, "tech-driven" package design aesthetic so the product naturally sits next to other electronics or gaming consoles and seamlessly fits into user lifestyles. Finally, to drive brand recognition, WHOOSH! wanted to create a unique package design that prominently features its trademark hexagon logo and communicates its commitment to local manufacturing and sustainability.

TricorBraun embossed the WHOOSH! hexagon-shaped logo onto the bottle's neck to create a textured pattern that provides a more comfortable grip. The team also

placed the 'Made in Canada' mark at the base of the bottle to communicate its commitment to local production.

Positive Consumer Sentiment for Packaging Redesign

"TricorBraun's extensive experience and creativity were the catalysts in bringing our vision to life. As a result, the function of the 16.9-ounce bottle changed entirely, allowing us to evolve from being a one-and-done product to a refillable solution that is more innovative and sustainable," said Kovendi.

He added that consumer response to the new packaging and refillable bottle design has been "extremely positive" and that sales have steadily increased. In addition, WHOOSH! has successfully implemented a local supply chain process, which will help the brand to reduce its environmental footprint and keep production costs stable.

"I attribute our success to the diligent work on Alyssa's part. She managed the entire process and engaged the right people at TricorBraun," said Kovendi. "The result of fate connecting the two of us on social media is that WHOOSH! now has the unique, innovative redesign product we always wanted."

TALK TO A TRICORBRAUN PACKAGING CONSULTANT

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