

It: is engineered solutions.



>> Client

Ovation hair products, owned by DC labs, was founded in 1991.

The company was born from a desire to make a meaningful difference and positively impact the personal care and beauty industry.

They have worked extensively to produce quality hair growth and body care products that can

improve quality of life and personal appearance. Their customers range from those desiring longer, more attractive hair and glowing skin to those whose hair and skin have been negatively affected by cancer, medications, aging, the environment or harsh beauty treatments.



OVATION



>> Opportunity

As a new breakthrough company creating unique hair products for health-conscious consumers, Ovation felt that their existing packaging did not support the branding associated with their innovative product as it gained a sophisticated reputation in the market. From a practical standpoint, the packaging was comprised of only a corrugated sleeve with a shrink wrapped wrap-around that didn't provide sufficient product protection. Ovation came to our Unisource Engineered Solutions (UES) design center in need of a solution for three packaging configurations for each of their two new products lines: Cell Therapy System and

Men's Max Pack. The new packaging needed to accommodate 6-oz. bottles, 12-oz. bottles and a gift box. The strategic goal was to elevate the overall packaging and aid in the company's expansion onto the retail shelves.



>> Solution

Our UES design center created a total packaging "makeover" for Ovation. The retail cartons were created with softer edges to emulate Ovation's organic image. Inserts were configured to provide additional safety for the bottles inside the packaging. Additionally, these inserts were designed to create a unique layered graphic effect with a die cut window to display the Ovation logo. The retail carton also contained a flip top to allow for easy access to the inside product, and was printed in a metallic ink to simulate the "shimmering" hair that Ovation's customers experienced.

>> Benefits

The overall strategic packaging solution enabled the client to fully maximize their branding opportunities through creative configuration and design. The solution also provided for greater product protection reducing potential damage, and was more consumer friendly by providing easier access to the inside product.

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