

The Guinness Sleeve... It's Not What You Think



>> Client

RMH Foods manufactures branded and private label refrigerated entrées right from the supermarket to your dinner table. One of their customers is a large liquor distributor that distributes Guinness Beer. RMH and their customer teamed up and hired a chef to create Guinness beer-infused meals. This is a high profile product and they are excited about the launch.

>> Opportunity

Our packaging specialists worked more than four years to obtain RMH's sleeve business. When RMH Foods agreed to work with us, we were charged with creating high quality packaging suitable for a premium product and increasing throughput, all within a very short lead time. RMH's 50 product SKUs using two different structural designs, each requiring different equipment, added further complexity to the project.



>> Solution

Our team of consumer packaging specialists, equipment specialists, and graphic designers collaborated to design packaging that met the needs of the brand, the product, and the equipment available.

Supported by data from our ISTA-certified testing labs, we manufactured a trial run of glued sleeves and added prebreak to them. This added forgiveness to the sleeves, causing RMH's equipment to run consistently, providing a higher throughput. Our consumer packaging specialist designed a universal sleeve package that can be run on any equipment. Gang running cartons allows RMH to increase volume and reduce costs, improving efficiency and cost-competitiveness.

>> Benefits

RMH is now enjoying reduced costs and increased productivity for its Guinness brand products, and expects increased sales as their operation and cost structure stabilizes. The high quality packaging supports the brand's position as a premium product, while the universal design and equipment modifications keeps production simple and reliable.

>> Call Unisource at 1-800-864-7687 to learn how we can help you.