



Bluewater Organic Distilling Gets New, Eye-Catching Boxes onto Shelves in Record Time

When Bluewater Organic Distilling's distributor recommended changing its 12-pack box to a 6-pack, that meant a new box structure and design. It also meant Bluewater had just two weeks to get the new boxes ready for the next round of bottling and distribution. With the help of the HP PageWide C500 Digital Press, The BoxMaker got it all done in time – and even managed a last-minute design change.



Industry sectors: Corrugated packaging

Brand name: Bluewater Organic Distilling

Testimonial from: John Lundin, Founder, Bluewater Organic Distilling

Print Service Provider: The BoxMaker

HP equipment: HP PageWide C500 Press

Websites: www.bluewaterdistilling.com and www.boxmaker.com





Challenge

“In the spirits world, it’s important for emerging brands to be in smaller cartons to be a little more reachable to the market, so we knew the switch to six-packs was pretty much inevitable.”

– John Lundin, Owner, Bluewater Organic Distilling

Founded in the Pacific Northwest in 2008, Bluewater Organic Distilling is a community-focused, independent distillery dedicated to crafting brilliantly smooth vodka, gin and aquavit. With a focus on sustainability and artisan techniques, Bluewater has evolved to be the industry leader in quality and integrity.

Bluewater recently partnered with a large distributor of spirits, based in Washington State, to grow its wholesale business. The distributor recommended that Bluewater convert its current 12-pack shippers into a 6-pack format to boost sales. This update would allow Bluewater to offer more competitive volume pricing and also provide retailers with packs that are easier to use as floor stack displays in the grocery aisle.

Charged with a new packaging directive, Bluewater needed to update its boxes in time to ship them to their glass manufacturer for the next round of product bottling and distribution.

The plan required far more than just an update of Bluewater’s packaging. It was in effect, a total revamp. From the structure of the box, to the graphics and use of additional colors and details for different versions, everything had to be redesigned. And it all had to be done within an extremely tight schedule of just a few weeks.

Solution

“With the C500, this job was easy. It was less stressful, and it was much more efficient.”

– Derek Cornwell, Sales Representative, The BoxMaker

Bluewater partnered with The BoxMaker to design, print, and ship its new boxes in time to meet the tight manufacturing and bottling deadline. Once a structural file was created, Bluewater was able to take advantage of The BoxMaker’s full-color digital print capabilities when designing the graphics for its box. Previously, Bluewater had used the same generic box for all six of its product SKUs, with the contents of each box identified only by a checkbox marked on the exterior packaging. For this new design, Bluewater was able to develop unique graphics for each SKU, making each product more attractive and capturing consumer attention.

Because Bluewater needed six different graphic versions of its box and the full-color design required high-quality print, the project was a perfect fit for The BoxMaker’s HP PageWide C500 Press. It offers all the benefits of digital print, including volume and version control, at a print quality that is comparable to litho-lam. Additionally, the true water-based inks used by this press delivered a food-safe and sustainable print option for Bluewater’s boxes.

“With the C500 this job was easy,” recalls Derek Cornwell, Sales Representative at The BoxMaker. “It was less stressful, and it was much more efficient. We had to get to market in two weeks realistically from the beginning to the end, and I was able to go to my team with six versions and turn that around in 5-7 days.”

Results

“The new packaging is super exciting for us because, in the evolution of the Bluewater brand and our products, I think this packaging is the last missing piece that really completes our presentation.”

– John Lundin, Owner, Bluewater Organic Distilling

The BoxMaker produced a total of 8,000 boxes for the initial order. Within that total order volume, Bluewater was able to leverage digital print-on-demand to order each of its six SKUs in different volumes. This gave the brand the flexibility to adjust its order based on SKU demand, rather than having to order a high minimum volume of each package version.

“We are so excited about our new six-pack cartons,” says John Lundin, Owner of Bluewater Organic Distilling. “The digital print process that BoxMaker provides allowed us to run a very technical run of six different designs all at once. We didn’t have to deal with individual plate fees for each carton, and it let us split the quantities of each product run without any extra fees.”

He adds: “It’s nice to have a simpler process and pricing structure.”

The agile nature of HP digital printing even allowed for Bluewater’s recently earned USDA Organic certification to be added to the box designs at the last minute before the print run.

Early feedback from retailers and wholesale accounts has been very positive. The new six-pack structure is easy to use and display, and the bright and colorful graphics are attracting the attention of shoppers.

Bluewater anticipates easy reordering with digital print. And, with the help of its new packaging, the distiller is looking forward to a bright future with greater sales and increased market share.

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