

# New design packaging boosts sales and merchandising space

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*The Ruwag brand has recently added value to the DIY user's experience by changing their packaging medium from flexible pouches to reusable rigid containers. Produced by Mpact Plastics in Wadeville, Gauteng, the PET container and screw-on closure combination hosts an array of retail, consumer, functional and aesthetic benefits.*

At Mpact Plastics Wadeville, we believe in the value that collaboration brings about. The result of one of these collaborations has recently seen the retail shelves and the market have welcomed the change.

The project was initiated by the need to optimise the value chain and differentiate the brand, on-shelf. Factors such as the jar's stackability, shelf utilisation and multiple product application were strong considerations during the development phase.

The Mpact Wadeville development team's focus was also embedded in the customer and user experience. By designing the jar as a 'wide mouth jar', they have improved on both the filling process inside Ruwag's factory as well as the user's experience within their home environment. Accessing the content of both smaller and larger components packaged inside the jar has become easier with this wide mouth jar, compared to a flexible pouch. Traditionally the closures used for such packaging applications are also semi-attached pop-up lids and hinders the user experience. The ISO 9001:2015 certified Ruwag has launched their packaging with a screw-on lid that can be fully removed to optimise access to the content of the jar whilst still offering a moulded band as tamper evidence to ensure that the quantity of product inside the jar is not compromised.



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The cube design ensures efficiency in terms of transport, warehousing and shelf space. It also allows Ruwag to merchandise 50% more product per square meter of retail space. Further design considerations included the family pack ratio and decorating space for applying labels.

Gordon Weir, General Manager at Ruwag Pty Ltd., expressed their satisfaction with the design. "We are happy to be manufacturing our products locally now and this re-useable jar has a strong shelf presence, is equal in cost to the pouches previously used and has optimised our warehousing by enabling quicker picking of products. With our range of 4000 products, we ensure that we have a thorough understanding of our customer's needs. Since the launch of our new packaging in March 2018, our sales increased by 17%."

The filling process, which is based on weight, has also improved efficiencies and offers time savings compared to flexible pouches that does not stay open automatically throughout the packing process.

By making use of existing machines, mould parts and injection sets, Mpact Wadeville was able to offer Ruwag a financially viable option in developing these jars. In positioning themselves strategically in this regard, Mpact Wadeville is able to develop a variety of custom designs whilst managing the investment costs to its customers and prospects.



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prospects.

## About Mpact

Mpact is a leading producer of rigid plastic packaging and cling film, producing a range of packaging and serving a multitude of blue-chip customers within various industries, including products for the food, beverage, personal care, homecare, pharmaceutical, agricultural, industrial and retail markets.

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*Mpact Plastics is a leading producer of rigid plastic packaging and cling film in southern Africa. We operate out of nine production centres across the country, providing packaging from plants with relevant certifications. We service the food, beverage, personal care, home care, pharmaceutical, agricultural and retail markets. In upholding company values, and as a supporter of the circular economy, we positively contribute to industry associations, enabling various communities to participate in recycling solutions.*

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