

Case Study: Kong Wobbler

“Our product, pricing and packaging goals were quickly understood and met, and that made working with Transparent Container a wonderful experience. In fact, because it was such a good experience, it’s led to another project.”

Marketing Director
Kong Company



Specifications:

Market Segment:
Pet Toys & Accessories

Primary Channel:
Specialty Pet Products

Secondary Channel:
Mass Market

Format:
6-Color Printed
Plastic Die Cut Sleeve

Materials:
.020 PVC

Background:

The paperboard packaging the Kong Company had initially planned to use for the launch of the Kong Wobbler™ was not holding up in either shipping or field tests. They needed a cost effective solution that could hold this heavy product, accept six-color printing, be scratch resistant and withstand customer handling.

Solution:

Our first prototype, using a custom die cut plastic and tie, proved to be a winner. It met or exceeded all of the durability requirements in both the shipping and retail environment.

The packaging design not only shows the product well, but it also creates an effect of suspension and floating. Crisp and clean six-color printing allows product features to be clearly called out on the hanger and the rim.

Most importantly, the packaging allows the customer to touch the product and try the wobbling feature. And because the packaging allows the customer to easily sample the product, it's selling itself.