

Case Study:

Furbliss

Trapped Blister Shows Off the Furbliss Brush's Unique Ability to Provide Pet Comfort

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BRIDGET SWANSON
Director of Sales and Operations



Specifications:	
Market Segment:	Pet
Primary Channel:	Retail
Secondary Channel:	Specialty/Veterinary
Format:	Trapped Blister Card
Materials:	Blister - 10mil PVC Card - 20pt. SBS C2S with 4-Color process

Background

Vetnique Labs re-branded a unique pet brush it had purchased from another company and developed a completely different brand image. It renamed the soft silicone brush Furbliss to reflect the pleasure pets experience compared with being brushed with a stiff wire brush. To support the new brand, it wanted a package that would show off the brush and let pet owners touch and see its benefits. It chose Rohrer Company to develop the new package.



Solution

"When we met with Rohrer's design team for the first time," says Vetnique's Director of Sales and Operations Bridget Swanson, "we didn't have a specific package concept in mind. We knew we wanted an eye-catching package that would let consumers see the entire brush, front and back. During the meeting, Rohrer's designers showed us sample packages and discussed the benefits of a blister package and what various formats could offer. We decided that a trapped blister would be an ideal package. By the end of the meeting, we had agreed on a general design."

Next, Rohrer's design team created a prototype package, which Vetnique tweaked slightly, and the design was approved. The resulting package is a trapped blister of 10 mil PVC (polyvinyl chloride), held in place by 20 point Coated 2 Side SBS (solid bleached sulfate) cards printed in four-color process. The cards provide an ample billboard for product and use information, as well as Furbliss marketing information and pet photos.

The blister also incorporates "touch holes" in the front and back blister surfaces through which the consumer can feel the unique soft surface of the silicone brush—exposing the major advantage of Furbliss over traditional brushes.

Rohrer manufacturers the blister in its Bensenville, IL plant, and prints the card in its nearby paperboard plant in Addison, IL, and then assembles and fills the package at its corporate plant also in Addison, IL. Finished filled packages began to be delivered to Vetnique in late October 2017, and are currently for sale both online and in select stores.

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