



SPICES FIND HAPPIER HOME IN A CUSTOM BOTTLE

Pretium Delivers Quality And Consistency To Private Label Products

When companies are looking to solve a packaging problem usually there are multiple factors—some of which may contradict the other—that have to be resolved. That was exactly the case for a private label manufacturer/packager that had won the spice business for a national grocery chain. Here’s how Pretium Packaging helped them meet their goals.



THE PRIOR PACKAGE

The grocery chain had been using 8.5 fluid ounce PET bottles to market its extensive line of spice products. The bottles had been sourced and filled overseas before being shipped to the United States for sale. The bottles had been poorly blow molded, resulting in multiple flaws that were visible to consumers. Particularly evident was a parting line that reflected poor extrusion and shoulders that were inconsistently blown, creating an unattractive, uneven appearance.

When the grocer started receiving negative feedback from its consumers, it knew that it needed to make a change.

THE TRANSITION

The grocer partnered with a contract manufacturer/filler in the United States that was capable of producing a line of seasonings for them. That’s when Pretium was pulled into the project. Initially, the decision was made to use Pretium’s stock 8.5 ounce PET spice bottle for the line. However, they discovered that the required weight for a couple of the spices could not be accommodated in the stock bottle. Obviously, product-fill targets needed to be met so that the label panel would be weight compliant.



