

Nûby

Labelling and co-packing services



Customer profile

Nûby is a leading UK and Global baby accessories brand, manufacturing products that cover all the moments that matter for parents – feed time, play-time, bath-time and sleep-time to name but a few.

Nuby's first to bring new innovation into the marketplace and always seek to create real world solutions at parent-friendly prices, via the lens of their relatable and humorous brand personality.

In short, they are masterminding magic for babies.

Challenge

Nûby aimed to consolidate its inventory of baby plates - which were originally sold in packs of two and available in two different styles / colour variations.

To do so, the baby brand looked to combine the four plates into a single packaged product, therefore needing new barcodes for both individual packaging and outer cartons used for shipping.



Solution

Nûby had a total of 720 plates that needed to be repackaged. MCR Services worked to remove the plates from their original boxes, combining different colour variations, and then placed them into transparent cellophane.

Each set of plates was then given a new barcode before being packed into cartons.

As a final step, the team altered the barcode on the exterior box and distinctly marked it to show that it now contained 12 units, a reduction from the original 24.

“ Having MCR available to assist with our product modifications greatly enhances our capabilities. The process of altering products can be intricate, but regardless of the complexity involved, MCR consistently delivers results.

Our main focus is preparing products for the retail market, and we are delighted to have MCR on hand to provide support.



Helen Curran, Marketing Director
Nûby