

# Apostrophe Games

## Rework, repackaging & heat shrink wrap services



### Customer profile

Apostrophe Games is a manufacturer of fun games for children and adults of all ages.

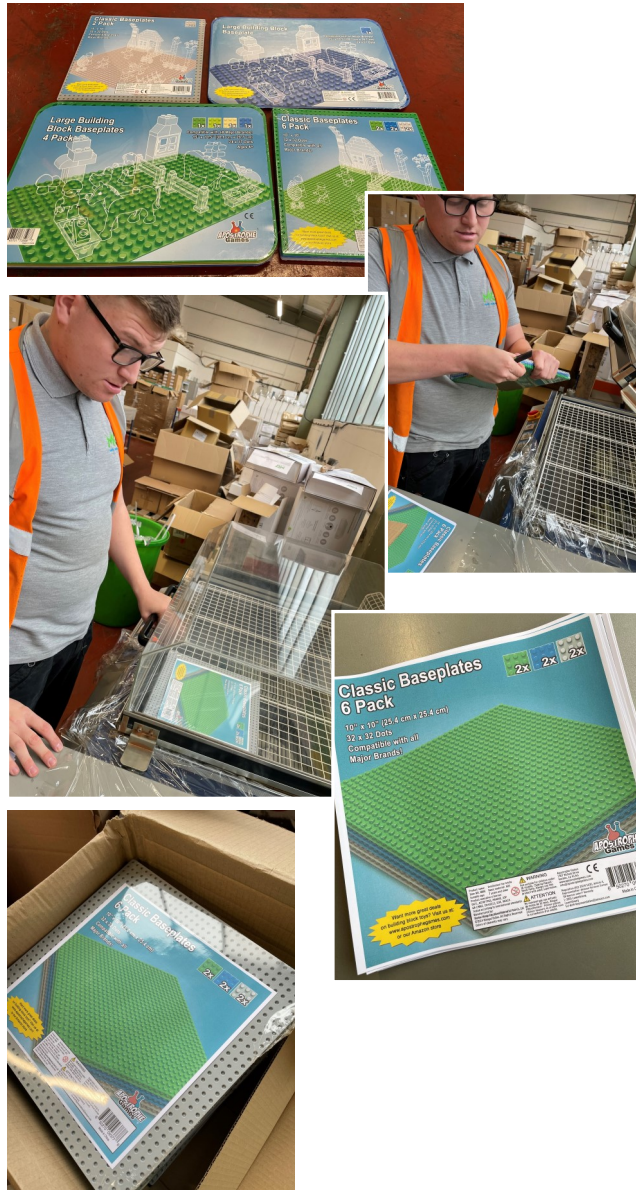
The business sells predominantly through online retail giant Amazon.

### Challenge

Apostrophe Games contacted MCR Services with a rework project for its building block base plates packs.

The shrink wrapped packs had the incorrect imagery on the front cover and needed replacing before the merchandise could be released for sale.

The business had just under 1000 packs for rework and required a fairly quick turnaround to have the products available for the ensuing online Christmas shoppers.



### Solution

The team at MCR Services were tasked with arranging the reprint of the correct front cover before embarking on the project itself.

The original shrink wrap needed to be removed to replace the cover sheet.

Using our own heat shrink wrap machine we were able to recreate the base plate packs and pack them back into boxes ready for distribution.

“ It was so simple from our initial conversation through to the completion of the project.

MCR Services had everything under control and we were provided with updates and photographs to give us the peace of mind that the project was being completed to a very high standard and in the timeframe agreed.



Matt D'Ambra  
Apostrophe Games