

Past gift set case study

Rework services



Customer profile

A well established high street retailer, selling clothes, accessories and homeware products.

Challenge

Our repackaging services were needed after a branded pasta gift set was removed from shelves in stores across the country.

The gift set included cooking utensils and a packet of outdated pasta shapes.

The client required all outdated packs of pasta removing and the cooking utensils housed in new packaging.

Solution

The MCR team were provided with new packaging to build for the cooking utensils. We formed a production line style process to get the job done effectively. MCR finally added a swing tag, barcode and wrapped it beautifully in cellophane, providing the retailer with a new item ready for sale.

