SSE case study
Co-packing services

MCR modify · create · rework

Customer profile

SSE plc (formerly Scottish and Southern Energy plc) is a Scottish energy company headquartered in Perth, Scotland.

Challenge

SSE were working in conjunction with Carphone Warehouse on a project and need to send all Carphone Warehouse stores an SSE branded promotional goody bag.

Solution

MCR was given the project of creating branded "goodie bags" for SSE which would be used as promotional gift packs.

We received individual components including branded pens, chocolates and small packets of jellybeans which we were tasked with grouping in to batches of 10 of each item before adding them into canvas bags. Each canvas bag was then individually bagged ready for distribution to Carphone Warehouse stores across the country.

We created just under 600 promotional packs in total.

The SSE branded products arrived direct from a third-party supplier. During the project we were in constant contact with SSE and were able to easily adapt to the companies changing needs for its goodie bags, including quantity fluctuation and changes to promotional items.

Our flexible approach to the project meant that although modifications were made, the goodie bags left our premises on time and were delivered direct to the recipients.

This hassle-free approach for our clients underpins MCR's unique full-cycle service as we have the facilities to accommodate requirements from storage, warehousing and transport.

"**MCR have been extremely supportive and flexible throughout our journey with them. They were able to really quickly designate their people to this job and ensure our goodie bags hit our partner in time for launch.**

I was kept informed throughout the process and knew exactly what work was being completed and when, this helped me to manage the expectations of our partner to make for a fantastic relationship all round.

I would recommend MCR Services and we will most certainly be using them again!"

Rachael Jones
Strategic Partnerships Sales Delivery Manager, SSE