

Country marketing

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COUNTRY MARKETING COMPLETES MAJOR RE-BRANDING AND PACKAGING PROJECT FOR VERM-X

Country Marketing has completed a major project to re-brand and re-package the herbal internal parasite control brand Verm-X. Paddocks Farm Partnership Limited, which owns both the Verm-X and Keep-Well brands of pellets, liquids, crunchies and powders for pets, equine, poultry, avian and smallholder animals, underwent an entire review with Country Marketing, commencing in March 2009.

Following the review, substantial research into retail-friendly products, competitors' offerings and market need, Country Marketing presented a series of proposals to its client, resulting in the re-branding and completely new packaging and styles.

Roll-out of production began in the Autumn of 2009 with the complete new range of products released by the end of the year. The Verm-X website also underwent a complete revamp to complement the new brand images.

Preceding this project, Verm-X products were housed in gold sachets for the smaller packs, re-sealable tubs for medium and larger products and pails for the largest. The liquids were contained in pump-action bottles. Each pack used two labels plus separate barcode labels.

The new packaging now comprises three sizes of resealable tubes with the larger packs consisting of keep-fresh tubs and pails. The tubes have on-body printing including barcodes and the larger packs have one label affixed with all details. The bottles are now attractive 'juice' style with free measuring cups attached to the lids, with a single wraparound label.

As a result of the newly launched brand image and packaging, wholesaler and retail demand has shot up, promotional campaigns have become easier and turnover continuing to rise rapidly. With extra demand coming from the European continent, packaging is now being produced for a number of European countries.

Visit the new Verm-X website, designed and managed by Country Marketing, at <http://verm-x.com>

To find out more about this project and how it could benefit your business, call us on 0845 463 0483 or email enquiries@countrymarketing.co.uk

