



The world's number one coffee sweets, made with the finest real Java coffee beans!

When KOPIKO first launched as a confectionery brand in the UK it initially went to market with basic plain product packaging. The flow of business through the independent retailers was a sell through of between 10-18%.

Complete Packaging were then brought in to work along side the brand and give it a difference approach with our wealth of retail packaging knowledge and experience. Working with the team on ideas and design the first step was to develop a number of sample packaging designs.

The process of developing the samples, using plain card cut via Computer Aided Design, the Kopiko team were able to make an informed decision on the right packaging unit. Critical in the decision was ensuring the design, print and dimensions of the display unit held the maximum number of bags of product in the best way to display the Kopiko sweets.

As part of the design, it had a small front section to offer free samples to the consumer and a perforated side so the CDU (Counter Display Unit) could be used for both transporting the packs on pallets in bulk, and then go straight to the retailers, ready to go on the shelf as shown.

The result was astounding - the very next batch of activity had a sell through in excess of 50% in the first 3 weeks and set the brand off into a new direction.

The key point of this project is that the return on investment in the packaging was more than re-couped due to its success, and highlights how important it is to have innovative, well designed point of sale packaging. This is especially beneficial when looking to promote a brand not as well known as many more established ones.

