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Fresh packaging innovation delivers fresher products, longer

Bonson-SavPac

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By nature, cats are fussy creatures; therefore, it's no surprise that one of Australia's leading brands of cat food is named 'Fussy Cat'.

Fussy Cat was launched 15 years ago and has built up a loyal following of discerning cat owners who are aware of the health benefits from feeding premium food to their feline friends. The brand's premium cat food prides itself on being a 'complete' food, offering all the vitamins and minerals for a cat's daily diet.

Owner of the Fussy Cat brand, **Real Pet Food Company**, has just added an additional product to the range of fresh chilled grain-free food with the recent launch of single serve chilled pots, to complement the existing larger serving sizes.

The beauty of the single-serve pot is not only the convenience of the less-mess approach to feeding (where the full product serving goes straight into the cat food dish), it also delivers cutting-edge packaging innovation in the form of high oxygen barrier properties.

How does that help the fussy cat? The packaging keeps the food fresh for longer — turning a fussy cat into a contented cat! The high-barrier container helps to preserve the fresh product and extends the shelf life... welcome news for retailers.

Collaborating with Real Pet Food Company on this pioneering project was Australasian packaging company **Bonson-Savpac Pty Ltd**. The companies worked together to custom design a polypropylene injection-moulded container that considered both the functional and aesthetic requirements of the fresh cat food. The packaging serves the needs of the premium market by delivering high-quality branding graphics through the use of full-body-wrap, in-mould-label (IML) decoration. The IML incorporates transparent windows to allow the consumer to see the freshness of the product. This eye-catching labelling helps the Fussy Cat range stand out on-shelf as a premium-quality offer.



The Real Pet Food Company's Fussy Cat Portfolio Lead, Jarrod Edgecombe is delighted with the results of partnering with such an innovative packaging manufacturer. "Working with Bonson has been an absolute pleasure — they have been proactive and very responsive to our needs," comments Jarrod.

So, what do Bonson have in store for their next packaging innovation? Watch this space... To quote their ANZ Business Manager, Glenn Drake, "Every approach from leading food manufacturers who are looking for a food-grade packaging company to partner with, leads Bonson to push beyond the expected solutions and service boundaries to create unique advantages for every client. We believe that honouring our customers' greatest potential is what ultimately serves our own."

For more information, email glenn.drake@bonson-savpac.com.

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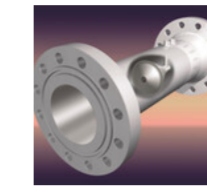
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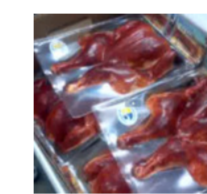
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