



csw inc

packaging made better

Simply Marvelous

Co-branding, Collaboration and HD-Graphics Make BJ's Simply H2O® a Big Hit

Selling private label brands takes clever marketing to compete with national brands that have more resources. BJ's Wholesale Club uses promotional packaging co-branded with licensed properties from the entertainment industry to put its house water brand, Simply H2O, at center stage. Co-branded packaging development means more players – and more discriminating ones – when it comes to print quality for iconic movie images. CSW collaborates quarterly with BJ's partners and printers to engineer maximum impact for a series of retail blockbusters.



"In any creative industry, quality
is the sole business plan that
prevails in the long run."

John Lasseter from
The Seven Creative Principles of Pixar
(Scribble Junkies)



A Little Background

BJ's Wholesale Club is the third largest wholesale club store in the U.S, with 190 locations east of the Mississippi. An average BJ's store carries 7,500 SKU's, and 60% of its sales are derived from groceries. Like other club stores, BJ's sells many products direct from pallet to consumer, and frequently rotates merchandise to prompt more visits from consumers. BJ's carries private label brands in several categories, which account for 10% of total store sales, and Simply H2O is their bottled water brand.

The Marketing Challenge

What differentiates BJ's from some of its competitors is the company's focus on individual consumers, rather than small business members. BJ's private label brands need to engage householders with smaller pack sizes, attractive packaging, and seasonal promotions, just like the national brands sold right next to them. In 2007, BJ's rolled out a plan to market Simply H2O with co-branded packaging and merchandising, using recognized characters from current DVD releases of popular movies.



CSW's HD-Gen2™ plate technology makes the most of web flexo presses, for labels and shrink film overwraps.



Pixar, Disney, LucasFilm and Dreamworks demand the same high quality in their promotional materials as they do in their films.



These images are some of the most memorable and commercially successful works of art. Pixar, Disney, DreamWorks and LucasFilm delight their fans with exceptional attention to detail, and they demand the same level of visual quality in any promotional materials. Many of the high-definition designs supplied to BJ's product manufacturer seemed as if they would exceed the reproduction limitations of standard flexography, however.

The CSW Solution

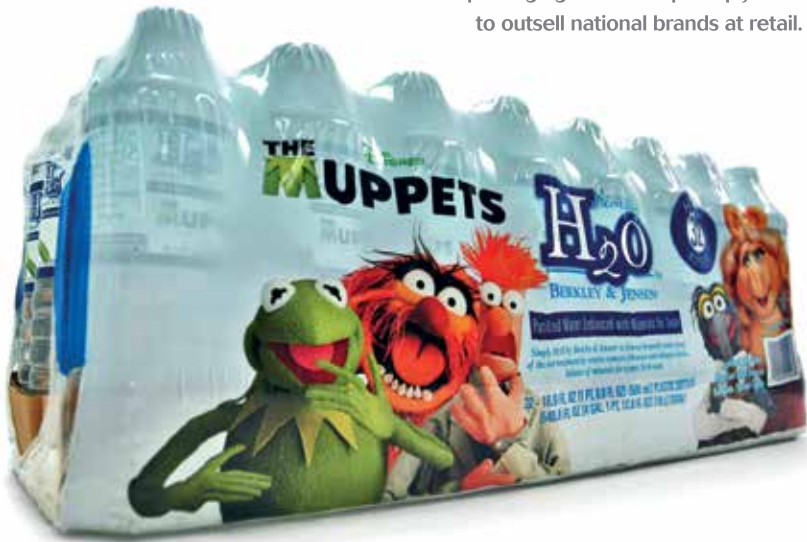
Knowing CSW's reputation as package printing experts, the product manufacturer asked them to collaborate with the design agencies and Bemis Company, the largest flexible packaging company in the Americas. Together, they established best practices for satisfying the entertainment companies' demand for exceptional quality and meeting the client's promotional schedule.

Early in the creative cycle, CSW's image engineering consultation with BJ's design agency helps to avoid extra photo editing later, saving time and money. CSW manages the approvals process by gathering information about design intent, production parameters, and launch timelines from various stakeholders, and subsequently distributing predictable color contact proofs to all parties.



“CSW’s superior plate technology and expertly color managed separations help us optimize our press capabilities.”

BJ’s quarterly promotional packaging efforts help Simply H2O to outsell national brands at retail.



CSW’s color management expertise allows Bemis to succeed with specialized printing techniques such as expanded gamuts and altered process separations for richer, more vibrant color reproduction. According to Vic Corenflos, Printing Manager at Bemis, “CSW’s superior plate technology and expertly color managed separations help us optimize our press capabilities for these high profile runs.”

The company’s HD-Gen2™ Digital Plate System is designed to optimize flexo print capabilities. HD screening and flat-tipped digital dots provide higher resolution screens and finer details than typically achieved on a wide web flexo press – up to 200 lpi. Microcell patterning and plate surface texturizing improve ink transfer and reduce pin holing in solids.

And finally, CSW’s press-side support assists Bemis in meeting high expectations for quality and speed to market. CSW sends a member of its technical crew to the initial press run of every promotional package, and conducts post-run analyses with Bemis to identify opportunities to improve the next BJ’s project.

The Outcome

The first co-branded pack for Simply H2O was such a success that BJ’s now includes plans for promotional packaging every quarter. These promotions include licensed properties from The Avengers, The Muppets, Toy Story, Alice in Wonderland, Indiana Jones, Spiderman 3, and Bee Movie. High-definition images engineered by CSW help BJ’s sales growth to the point that Simply H2O regularly outsells larger national brands.



About CSW, Inc.

Since 1937, CSW, Inc. has been making packaging better for our clients. Some of the largest brand-name clients around the world use CSW because of its consultative style of doing business, coupled with control and ownership of flexographic printing assets to enhance product packaging quality, reduce production costs and speed time to market.