

Innovative packaging for leading dairy producer drives **revenue increase of 1700%**

Good Culture, a leading producer of organic cottage cheese, is committed to a brand mission of delivering a quality product, packed with protein from organic and non-GMO ingredients, including milk from grass-fed cows, live and active cultures, and zero additives.

The problem:

Lost in a sea of commodity products

In a commoditized market saturated with sameness, where the majority of brands all look similar, Good Culture needed an innovative way to differentiate their product and communicate a premium brand story.

In January 2016, Good Culture approached Greiner Packaging for a solution that would distinguish them from the competition, helping them increase market share within the \$1.1 billion cottage cheese category.



“Our product is loaded with high-quality, simple ingredients and we needed a package that would effectively communicate that,” says Jesse Merrill, Co-Founder and CEO of Good Culture.

The solution:

Making a statement with the K3® cup

The solutions consultants at Greiner Packaging immediately identified the need for an easily customizable packaging solution that would stand out on store shelves.

Replacing a more conventional flexible film shrink sleeve system, Greiner Packaging's thermoformed PP K3® cup attracts attention with a fully printable paperboard wrap — both internally and externally — in six eye-catching colors, giving the product a premium quality appearance, while signifying a completely new approach to food packaging.



“We chose Greiner Packaging and the K3® cup because the paper substrate felt premium and natural — we liked that the structure was simple, yet modern. The paper label also created a greater sensory experience, due to the added texture, and it also enabled us to communicate a significant amount of information.”

Due to its innovative, patented tear-open system, Good Culture's customers are also able to easily separate the PP plastic (thermoformed from one-mm-thick sheet stock) and paperboard components, while feeling good about their carbon footprint via reduced plastics content and lower CO₂ emissions.

The results:

Year over year sales increased 1700%

+1700%

In the months following the launch of its new packaging, Good Culture executives have reported widespread customer satisfaction and real, measurable improvements to their bottom line — the redeveloped packaging has driven a marked increase in sales year over year.

“Consumer acceptance has been fantastic. Our gross sales grew 17 times over the year before. Overall the experience has been positive. Greiner Packaging has exhibited great customer service, attention to detail, and a real commitment to achieving the highest standards.”