

Case Study Hall & Roberts

Windmill Labels New Labelling Solution Delivered

Improved Branding
Enhanced Customer Service
Improved Reliability
Supported Significant Sales Growth

The Client

Hall & Roberts are suppliers of "Cheshire Oak", the fastest growing bacon brand in the UK, supplying many well known high street retailers with their products.

The Issue

Hall and Roberts faced 2 key issues with their packaging. Firstly, they needed to enhance their branding to deliver more customer appeal, and secondly, they had an issue with the application of labels to the plastic packaging on their product, as the label would not adhere reliably and kept sliding off due to the damp conditions.

The Solution

Windmill labels worked with Hall & Roberts to deliver a solution.

Initially, they worked with the suppliers of the adhesive papers to find a label material that would stick reliably to the product. Once the correct paper/adhesive combination had been established, Windmill helped to redesign the label to enhance branding and improve customer appeal, whilst maintaining full compatibility with the "scale printer" used for product labelling.

Conclusion

As a result of the solution provided by Windmill Labels, Hall & Roberts were able to:

- **Improve service delivery** to their customer
- Enhance the look of their packaging thus **adding value to their brand**
- **Improve labelling reliability** thus **enhancing customer satisfaction**
- **Consolidate and improve their position** with a major high street retailer

To discuss how Windmill can help you enhance your labelling performance, contact us on **0161 495 3959** or visit www.windmilllabels.co.uk