

Case study

Green Love Candy introduces customized candy packaging to increase sales



Digital technology enables Green Love Candy to produce short-run personalized flexible packaging

Challenge

- Green Love Candy wanted to produce personalized packaging to help it grow its candy sales
- Introducing customized packaging required a new approach to print packaging
- Traditional processes were too costly and inefficient

Solution

- Customized packaging enables Green Love to differentiate its brand through individually printed candy wrappers with QR codes for further customer interaction
- HP Indigo 20000 Digital Press and HP Indigo SmartStream Mosaic software

Results

- Low cost, high quality customized candy packaging
- The finished product is clear, detailed and professional
- Green Love Candy has a monthly growth rate of 40-50%, thanks to creating an entirely new market for its brand
- Personalized products have become very profitable and have grown to represent 72% of sales



“Green Love Candy is dramatically expanding its market share through pioneering the concept of personalized packaging. Digital print allows us to transform each candy wrapper into a direct marketing piece for our customers with QR codes to enhance CRM potential.”

— Guo Jianbo, founder, Shandong Green Love Candy Co., Ltd.

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Standing out in the hugely competitive FMCG market can be tricky. In order to extend its market share in the candy space, leading producer of mint candies, chewing gum and coffee candies, Shandong Green Love Candy Co., Ltd. (Green Love Candy), introduced customized flexible packaging. This has helped the company to grow its business five-fold by creating an entirely new market segment where individual candy wrappers can be printed on demand.

“From the consumer’s point of view, the printed product is very beautiful and looks high-end with clearly defined text. When a photo is printed on the candy packaging, it also looks remarkable.”

— Guo Jianbo, founder, Shandong Green Love Candy Co., Ltd.

Industry:

Flexible packaging

Company name:

Shandong Green Love Candy Co., Ltd.

Location:

China

HP equipment:

HP Indigo 20000 Digital Press

Website:

www.lvaitg.com



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Challenge

Creating customized candy packaging

Shandong Green Love Candy Co., Ltd. specializes in customizable flexible packaging, enabling its customers to make its products stand out. The reason for the development of customized services is that traditional industries, in particular FMCGs, already have numerous leading global brands so adding a competitive edge is vital.

“Green Love Candy was originally a traditional food enterprise, however, as the candy industry has become increasingly competitive, we have developed a new business model that provides customized services,” explains Guo Jianbo, founder, Shandong Green Love Candy Co., Ltd. “There have been obstacles to expanding our market, namely selling to brands and through the channel as well as resistance from our own team. It’s difficult to operate in an established industry but by offering personalized flexible packaging, we’ve found that we have opened a new untapped market.”

Traditional food companies first produce the product and then market it to consumers. Today, Green Love Candy flips that business model around, it first consults its customers, identifies their needs and then creates the product they require. With the ability to immediately create packaging, this model significantly reduces the requisite inventory, thus lowering costs and speeding time to market.

Solution

Speed, flexibility and versatility

“The traditional printing method for this kind of flexible package would probably involve a lot of typesetting costs. Furthermore, the delivery cycle is longer and the minimum order quantity is very large, making it unable to meet the needs of our market,” adds Guo. “After much research, we finally discovered HP Indigo presses and invested in China’s first HP Indigo 20000 Digital Press in order to produce flexible packaging customization.”

The HP Indigo 20000 offers the freedom to produce nearly any packaging application. Green Love can now print wrappers at speeds of 42mm per minute in three-color mode on a remarkable range of paper types, including flexible packaging, labels, and shrink sleeves on film or paper.

Green Love is also using HP Indigo SmartStream Mosaic to instantly create individualized candy wrappers so more customers can tailor packaging to individual experiences and quickly adapt to market demands: “Green Love Candy has developed a product, which allows us to produce packages where each piece is different and very beautiful,” says Guo. “We have developed a direct marketing candy product that comes with QR-code functions.

We can modify the content inside the QR-code, and allow our customers to detect who scanned it and when they scanned it. Such back-end information can be recorded. This is direct marketing in the form of candy.”

Results

New market share and fast growth

Green Love Candy has been impressed by the quality of the output, which is not compromised even at fast print speeds. This is enabling it to print thousands of customized candy packages to attract new customers as well as introduce advertising possibilities.

“From the consumer’s point of view, the printed product is very beautiful and looks high-end with clearly defined text,” comments Guo. “When a photo is printed on the candy packaging, it also looks remarkable.”

The intuitive user interface streamlines the print process via a simple production workflow, which is easy to maintain. The company also has a much reduced environmental impact compared to traditional print processes.

“I’ve been to many traditional printing plants, such as gravure and offset printing plants, and when they are in operation, the environment is very poor. Moreover, it’s troublesome for them each time they turn on a machine. For example, some panels or films must be replaced,” remarks Guo. “With the HP press, our workspace is comparatively clean and more hygienic. There’s no need to use any plate or film because everything is digital, which is very easy to use. For example, files sent from our online shop are automatically transmitted to the device for printing.”

The new approach to packaging has also proven cost-effective, helping drive new market opportunities with minimal outlay. At the same time, it has helped Green Love stand out in a competitive market in a very short space of time. In particular, its personalized products have become very profitable and have grown to represent 72% of sales. With monthly income growth of 40-50%, the next step will be to purchase another HP Indigo 20000 Digital Press, enabling it to further provide customers with unique packaging that can act as direct marketing.

“At present, the HP Indigo 20000 not only meets our internal needs but also fulfills our customers’ requirements of short-run personalized flexible packaging. Today we are able to ship an order within 48 hours of receiving it, meeting customers’ needs,” concludes Guo. “In future, we might supply the candies free of charge, and then earn income by displaying ads on them. Our next challenge is to make one million candies, each wrapper of which is different, so that everyone can receive a unique product.”

Learn more at hp.com/go/indigo

