Unilever is one of the world’s largest suppliers of Fast Moving Consumer Goods (FMCG), and markets a number of brandname products under its umbrella brand, including Sanella. In an effort to increase brand name recognition, THIMM has developed a comprehensive packaging concept for the rollout of the Sanella Riesen-Stück Kuchenglück (“a big piece of cake joy”) baking set. The pallet display includes promotional packaging in the form of a slice of cake which contains the necessary baking ingredients as well as an innovative corrugated-paper baking tin.

“The base material for the corrugated-paper baking tin is our corrugated cardboard variety THIMM foodWave® | heatproof with a water and oil-repellent coating certified for direct food contact.”

Malte Zinnecker, THIMM Verpackung

CUSTOMER BENEFITS

High-impact display and packaging concept for promotion at the POS

» The display serves as a central marketing element at the POS and brings in additional revenue through impulse buys
» Effective brand presentation thanks to top-quality flexo-printing, including lacquered packaging
» Target group-oriented communication concept boosts brand affinity
» High-impact sales packaging in the shape of a piece of cake
» With an integrated baking tin made from THIMM foodWave® | heatproof, this packaging uses a water and oil-repellent flute type certified for direct food contact and its jointless design allows customers to bake directly in the corrugated paper, thus replacing a metal or silicon baking tin
» THIMM foodWave® | heatproof is made of selected raw materials from certified sources (FSC®/PEFC)

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