

Innovation at the POS - Top Story

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

Unilever

Anke Fydrich, Felix Wilhelm, Änne Schwarz, Florence de Bruin (Unilever) and Malte Zinnecker and Jo van Waterschoot (THIMM), from left to right.



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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