

# MULTI-COLOR AUSTRALIA: EARLY INVOLVEMENT SAVED CUSTOMER MONEY AND TIME



## MARKET BACKGROUND

Pacific Scents sells natural skincare and lifestyle products made with essential oils.

## THE CHALLENGE

The customer was releasing 19 new SKUs that needed to be designed and printed in a short time frame for a reasonable cost.

## MCC SOLUTION

Pacific Scents put Multi-Color in touch with their designer to discuss machine limitations and options. To be as cost effective as possible, existing dies were selected and MCC worked to find a design that used economical materials and embellishments, but still adhered to Pacific Scents' brief and branding.

## THE RESULTS

Pacific Scents was very pleased with the results and Multi-Color's ability to turn over a high quality range of SKUs in a short period of time.

## MULTI-COLOR AUSTRALIA

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