

project title: Sorbothane Packaging Re-Design

category: Packaging Design (Design implementation under £100k)

sub category: Branded Other

client company: Patterson Medical

design consultancy: Design Activity

current date: 25th May 2010



executive summary

The Sorbothane packaging re-design has dramatically changed the visual equities of the range, creating an incremental shift in terms of category relevance and modernity. Accompanying the bold brand marque is a new pack format with internal structural development and multi-lingual solution that has enabled significant SKU rationalisation, thereby reducing supply chain complexity and producing annual cost savings in excess of £50,000.

Year on Year sales are up by **34.8%** and the multi-lingual pack solution has created substantial new distribution opportunities throughout Europe.

- **34.8%** increase in Year on Year sales
- **50%** reduction in SKUs delivering the same range of size options
- Significant reduction in packaging materials on like for like volumes
- Less packaging creating a positive impact environmentally
- 'Returns' are down by **40%**
- Dual language packs with ten language fix-a-form integration has enhanced export opportunity and streamlined packaging costs
- The new design has created incremental international opportunity with new distribution partners in Spain, Italy and Germany
- Return on investment has delivered £460,000 incremental sales against a £40,000 design investment

"Design Activity have over delivered against our expectation in every way. We have gone from an out of date dysfunctional line up, to an integrated portfolio that substantiates our leadership position in shock stopping insole technology. The new design has changed trade perception of our product, gained us additional distribution and totally transformed our export opportunity. With sales up by 35% and new distribution partnerships coming on stream throughout Europe, we believe our success is set to continue. This is all testament to the creative and innovative approach taken by Design Activity, without who we would not have been so adventurous".

Andrew Hawkyard
Brand Manager, Patterson Medical

word count: 270

outline of project brief

- To introduce a branding hierarchy that is proportionate to Sorbothane's leadership position in the insole market.
- To revolutionise the Sorbothane packaging, promoting Sorbothane's unique shock absorption properties, providing clear differentiation across the range and introducing a modernised category relevance with activity based graphics.
- To better communicate choice and availability of shock stopper insole, dependent on usage application.
- To consider ways of improving the pack structure in order to reduce the number of SKUs and complexity created by shoe size variations and multiple language use needed for the export opportunity.
- To increase sales by 10%

description

Sorbothane is both the brand and the unique visco-elastic material used as an integral part of a range of shock stopping insoles. Scientifically proven to absorb harmful shock waves associated with foot strike, Sorbothane is a leader in its field having unrivalled shock absorption properties that protects feet and prevents injury during exercise.

Every time our feet strike the ground, shock waves are created that can cause damage to joints, muscles, ligaments and tendons. The more strenuous the exercise, the greater the risk of injury. Sorbothane is 100% effective and works by changing shape at the moment of impact; which disperses the shock waves and then instantly returns to its original form before the next strike.

Whether a casual walker, sports enthusiast or professional athlete, the use of Sorbothane insoles act to protect and prevent injury – in doing so, they also enhance performance.

The Sorbothane shock stopper insole portfolio has products to suit the level of protection required.....single strike, double strike and full strike. Mild and low strike pursuits (walking and golf) require less Sorbothane than more intense activities (football and running). And for the professional sports person there is Sorbo-Pro, which combines Sorbothane technology with a unique pronation control insole.

Sorbothane has two distinct routes to market:

1. Health specialists - (physiotherapists, chiropractors and podiatrists)
2. Retail - (High street chains and Sports specialists)

Sorbothane also has a long history of supplying to the Military.

project launch date April 2009

size of design budget £40,000

outline of design solution Sorbothane is the market leader in shock stopping insole technology. But to look at the old packaging, you might be forgiven for thinking Sorbothane products were a cheap odour eater that you find in any high street shoe shop.

Recognising that the Sorbothane proposition was in need of a complete overhaul, Design Activity was given a wide remit that allowed us to look at both structure and graphics.

Graphically, we focused on three elements; strong vertical branding to reflect Sorbothane's leadership position, clear technical communication of the three levels of shock absorption and a consistent wave form pack layout flexible enough to allow for multilingual application.

Structurally, an internal fitment allows each shoe size to appear in the same position relative to the window area, meaning that only two cutting formes are needed across all the pack SKU's.

The result is a striking range of packs that deliver modernity and create significant in-store presence. Additionally, the integrated internal fitment has enabled a 50% reduction in SKU variation!

word count: 497

summary of results

increase in sales

Following the launch of the new design in April 2009, the Year on Year sales have increased from 1.32 million to 1.78 million.....an increment of **34.8%**. This equates to a £460,000 sales uplift and comes against an investment of just £40,000.

export success story

Export sales across Europe have increased significantly due to the new look, style and structure of the packs and the international opportunity going forward is greatly enhanced through new distribution partnerships currently being set up.

supply chain benefits & efficiencies

Our internal structural mechanism has made significant SKU rationalisation possible. Our dual language/ten language fix-a-form combination means that the packaging is now harmonised across Europe.

Collectively this has reduced the number of SKU's and amount of packaging by **50%**.

The reduction in SKU variations has also delivered a **20%** improvement in the transit outer efficiency and reduced supply chain complexity.

The new more robust pack format has reduced packaging 'returns' by **40%**

packaging savings

Comparing old packs to new, the reduction in packaging through sku rationalisation has delivered packaging savings of approximately 50% in volume terms which equates to an equivalent annualised saving in excess of £50,000.

client payback

In terms of incremental sales, the payback from the £40,000 investment was just over 2 months.

other influencing factors

The launch of the new Sorbothane packaging was accompanied by very little other marketing support due to budgetary constraints. In fact, the only support around the launch was some limited trade collaterals and PR.

old packaging



new packaging

