



## CASE STUDY – Shine

### NOOTROPICS

# shine<sup>+</sup>

## ABOUT SHINE

In 2015 when results of a number of studies were released that showed certain ingredients and compounds (known as 'Nootropics') can assist cognitive function and mental clarity, Shine began developing Australia's first Nootropic drink.

Shine says "we exist to help people think, feel and do better. To rid the world of bad energy."

## THE CHALLENGE

Shine faced a few challenges in bringing their product to market:

1. As an entrepreneurial start-up, pioneering a new drink category, low liquid 'batch' volumes were not seen as viable by traditional beverage manufacturers.
2. Further, 'shot' drink bottles – with low volumes at 100ml – again didn't meet typical industrial contract packaging production and equipment capabilities.
3. As a 'niche' product with low production volumes, high unit prices limited larger trade distribution opportunities.

## THE SOLUTION

First and foremost, as an innovative contract packaging company, MultipackFood believes in supporting entrepreneurial start-ups. To meet the clients 'low volume, small bottle' packaging challenge required combining 30+ years of knowledge and capabilities.

1. Utilising technical innovation and Lean Six Sigma principles allowed MultipackFood to create the unique packaging solution – inclusive of blending exacting client formula in low volumes and filling small sized pre-printed glass bottles – that helped launch the early stage product to market.
2. As the client's range and volumes grew, further equipment modification drove down unit cost, while incremental improvements to packaging – metal caps and high impact bottle sleeving – were introduced. Refinements that contribute to meeting the major trade distributors requirements, like Coles and Woolworths, to range the product.

## CUSTOMER BENEFIT

Partnering with MultipackFood allowed Shine to grow with confidence.

Initial support helped Shine launch their new category product, then effortlessly extend their range by testing low volumes without compromising the product quality and unique packaging.

As demand and volume grew, quality and delivery requirements for major national trade distributors could be met confidently.