

# How To Sell Gravure In The CPG Space

**Gravure Association of America**  
**October 27, 2010**



**GAA 2010 Packaging & Products Technology Conference**

# Why is Packaging Important?

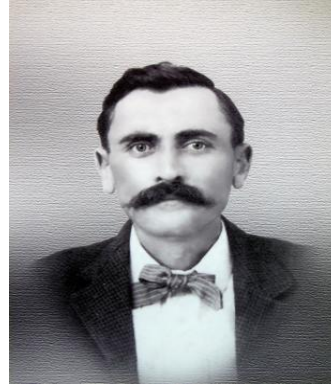
1. It is the one consumer communication element the consumer sees every time they make a purchase decision
2. It is critical to communicating not only product attributes but product image



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# Who is Bush Brothers & Company?

Founded in 1908 by A.J. Bush in Chestnut Hill,  
Tennessee



First product was canned tomatoes

Moved into other seasonal vegetables through first  
half of the twentieth century

Introduced Showboat Pork & Beans in 1953



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# Bush's Baked Beans

- Introduced in 1969
- Original label was metalized paper
- Significantly better than anything on the shelf
- Focus was on cost versus value



- Early 1990's

Bush Bros. begins to develop a Marketing competency focused on Baked Beans

- Advertising
- Product Repositioning
- Premium Pricing

But not on packaging

- Still focused on cost
- 'It's just the label'



# Began Exploring Gravure 1996

## Pros

- Improved the label appearance
- Quality of label improved

## Cons

- More expensive
- Initially did not run well on Bush Bros. equipment



# Grillin' Beans

- New innovative product concept
- Label design that scored extremely well with consumers
- Mundet suggested a design improvement based on their capabilities
- Named to Information Resources Inc. top launches of 2009
- Won GAA's Golden Cylinder Award in 2008



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# The Right Stuff

1. The understanding that there are two functions in a CPG company that influence the choice of printers – Marketing and Supply Chain – and their needs are different
2. The capability to collaborate in addressing manufacturing issues
3. The ability to collaborate in the design process
  - Technically
  - Creatively

