

MULTI-COLOR MASON: RED VINES CHOOSES SPEAR SEAL TECHNOLOGY FOR THEIR PRODUCT LINE

MARKET BACKGROUND

Red Vines has been crafting artisan candy twists for over 100 years. Owned by American Licorice, the brand wanted to look into re-sealable options for their 16-ounce pillow bags. They were already using Inno-Lock on their larger packages.

THE CHALLENGE

Create a re-sealable package that was consumer-friendly and also offered tamper evidence.

MCC SOLUTION

After reviewing current package samples, Multi-Color provided mock-ups using the Spear Seal technology. After tweaking the packaging based on customer feedback so that the seal was at the end of the package rather than in the middle, and offering a couple of different options, American Licorice approved a Spear Seal solution with a high-fiber tear paper for tamper evidence. After a successful production trial, the new packaging was approved and orders were shipped beginning in September 2016.

THE RESULTS

The 16oz package is now in production and filtering through the supply chain. The company is very pleased with the new packaged and has since rolled it out to all three of their 16oz and their 24oz package. Their 24oz and 32oz Family Packs that were using Inno-Lock are now being converted to Spear Seal as well.

