

SUCCESSFUL PARTNERSHIPS



PROBLEM:

How do you give consumers a “sensory” experience in the grocery store laundry aisle?

SOLUTION:

Rely on color and special effects from Americhem®.

Procter & Gamble’s product designers conceived a new premium version of their Gain® laundry detergent product. The line, named Gain Joyful Expressions, features unique new scents designed to give consumers a sensory experience from their laundry detergent. P&G partnered with Americhem on the package development because of Americhem’s capabilities in special effects packaging and their reputation for speed to market for packaging products. A distinctive cranberry color was chosen and Americhem matched the color with several different effects: iridescent, metallic and pearlescent. P&G settled on a design that included a colored mid-layer for package opacity and an outer layer combining pearlescent and iridescent effects. The entire development cycle, from conception through product launch, took six months and the bottle became one of P&G’s first multi-effect offerings in the Heavy Duty Liquid product category.



PROBLEM:

How do you launch successful variations of the best-selling laundry detergent of all time?

SOLUTION:

You count on custom packaging solutions from Americhem®.

P&G conceived a premium line of their bellwether Tide® Liquid Laundry Detergent and Downy® Fabric Softener. The product line was named “Simple Pleasures™” and was positioned as a high-end version of these products containing several unique scents. The Downy products were first to market and featured several bottles with different colors. Since P&G was looking to distinguish the bottles from the omnipresent Tide Orange, they turned to Americhem to design unique colors with dynamic special effects. Americhem responded to the challenge by developing distinctive special effects for the Tide Simple Pleasures line, which included blue pearl, violet pearl, rose pearl and orange pearl for the new HDPE bottles. Americhem’s responsiveness and partnership in product development led to another rapid product launch for the company.



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