

CASE STUDY

KEEPME
LIFESTYLE
EST. 2004

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Case study. Christmas Sets

A luxury skincare brand approached us with a new idea for a special Christmas giftset for their skincare range. The product had to have a unique and one of a kind design and be produced using only high-quality material. The client also had a strict deadline for this project and therefore it was imperative for Keepme Lifestyle to ensure all aspects of the project run as smoothly as possible, including all necessary QCs and tests to be carried out and signed off before the product is delivered to the customer.



Challenges

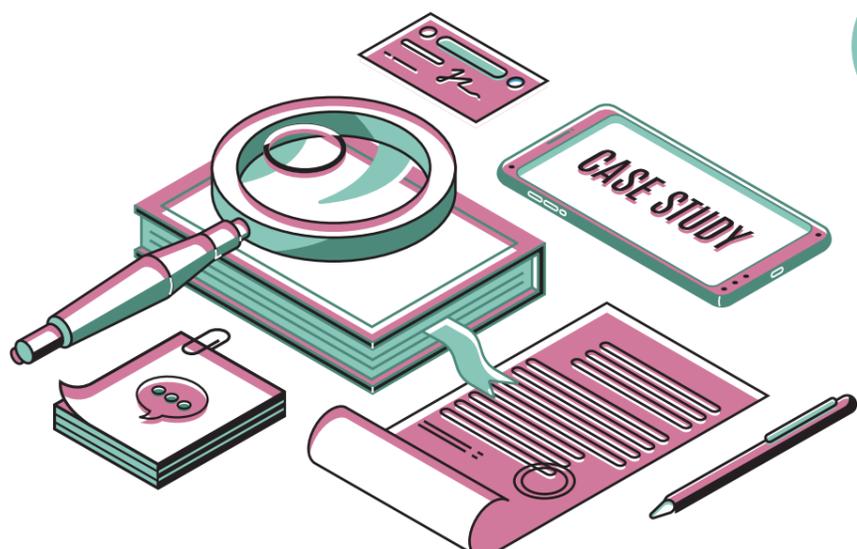
Our customer provided us with a complete brief containing a variety of specific guidelines that they wanted us to follow to guarantee we achieved the high quality finish they are expecting using only the best materials. The project began with a secondary box, the colour had to be matched and identical to the products the gift set was holding. We used a suede material to coat the box with a transparent sleeve to protect the box that was branded with the customers branding. The real challenge for us was the inside of the box, we had to create an EVA insert which was moulded exactly to size to hold the product in position and allow for the product to be displayed perfectly for the customer. The reason this was a challenge for us was because the primary components for the skincare product were not produced and we had no samples to use for the mould and subsequently had to go on measurements only because of the pressing deadline we was working towards. We completed the first round of sampling and the customer was very happy and approved the submitted samples. However not long after the sample submission the skincare components arrived and unfortunately one of the products arrived smaller than expected which meant the sample that had been approved was no longer fit for purpose.

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Solution

We had to submit a new EVA sample based on the new product dimensions. We sent the components to our factory so they can resample the EVA insert with all the correct measurements using the actual product as a benchmark to avoid any further amendments. Timing was imperative in this process and everything had to be done as quickly as possible without effecting the quality of the product. We worked tirelessly with our production team to ensure the deadline was continued to be met and everything was shipped on time. Fortunately the second EVA sample was approved and all of the products fitted perfectly, we were happy to move forward with the next and final stage of production - mass production. Keepme then had the task of bringing all elements together to finish the unique Christmas set. We facilitated fulfilment of the gift sets at our Greenhithe warehouse, making sure each box was perfectly finishes, each product was cleaned and polished gently and packed off into the boxes that we had manufactured.



Result

Even with the challenges faced the project was an overall success. The gift sets were completed and delivered to the customer within the set deadline and it met all of the customers' expectations and represented their brand wonderfully. The customer was very happy, we kept in constant contact and we provided regular updates and advised them of any required changes. Not long after delivering the Christmas gift sets we began working with the customer on multiple briefs and developed our customer relationship further.

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