

How to Create a Flexible Brand Image with Digital Print

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THE CLIENT: Bland Farms

Bland Farms, located in Glennville, GA, has become the largest grower of sweet onions in the world since their inception in 1982. They harvest onions year-round at their locations in Georgia, Peru, Mexico, and Texas. Their mission of “faith first, family second, farm third” shines through in all they do – from roots to retail.

THE CHALLENGE: To create a flexible and appealing brand image that encompasses a range of products

Initially, Bland Farms needed a display to test their new concept – mini Vidalia onions they call “Lil O’s”. Since there was no guarantee that the idea would stick, a less committal investment was needed. During this time, Bland Farms was also looking to have a refreshed brand image, flexible art options and better inventory management across their wide range of products.

“We want to be able to offer our customers a fresh look and a higher quality display. We also needed flexible art options, since our company is constantly evolving,” said Mary Katelyn Bland, Social Media Director for Bland Farms.

THE SOLUTION: A family of digitally printed displays

After the Lil O’s dump-bin was deemed a success, Bland Farms and Vidalia Brands went on to create consistently branded art across their different product lines. Each display has a similar rustic theme complete with wood grain, vintage photographs, and natural color schemes. When a new product is released, the display fits into the design scheme. For example, the dump-bin structure has been updated to reflect Vidalia Onions, Organic Vidalia’s, and Premium Sweet Onions.

“What kind of personality do you have and how do you convey that?” asked Kevin Dunleavy, who is involved with the graphic design for Bland Farms. “Our solution was to make the display and brand approachable; we wanted the customer to know where their food is coming from and feel like they have a connection to the farmer.”



THE RESULTS: A chain reaction

Digitally printed displays can provide results across many platforms. Bland Farms seems to have experienced the full gamut - ease of art modification, brand recognition, streamlined inventory management, and ultimately increased sales. These results play off one another in a cyclical pattern. If a company creates an easily recognized brand through their art and display designs, more consumers will purchase their products resulting in higher sales for the retailer (such as a grocery chain or club store). This prompts the retailer to purchase more displays. The more displays that are in a particular store, the more the brand will be recognized, completing the cycle.

“Anytime you take up space in a store, you are better off,” said Sloan Lott, Bland Farms’ Sales Manager, “It’s all about getting your message into stores and growing your brand loyalty. We are now moving more displays into stores with digital print. The smaller footprint and visual pop is appealing to retailers.”

WHY DIGITAL?

Versioning Opportunities – Bland Farms seized the opportunity to create art and strategically brand for each of their product lines that used a dump-bin. Though this could have been achieved via direct print or litho labels, the price of tooling would have skyrocketed depending on how small the quantity was. With digital, we were able to run several different art versions on the same structure at the same time, drastically reducing the price. For example, the customer was able to pay for one run of 3500 (with three different art versions) instead of three separate runs that totaled 3500.

Streamlined Inventory – With certain print methods, customers are often constrained by minimum quantity requirements. Digital print, however, has no minimum or maximum quantity limitations.

Art Consistency – Specific color matching and the ability to print photographic images are two advantages of digital print that lend a hand to art consistency. Fiery, the software used in conjunction with the EFI Nozomi, is able to match 97% of the Pantone gamut.

Although the aforementioned results are important, the main driver of increased sales is brand recognition. We've all experienced this in our personal lives – we tend to purchase the products we feel a connection to, whether it is emotional, moral, or believing that one product is of higher quality than another. **Having a quality product clearly matters, but displaying the quality of that product is ultimately how you boost sales.**

“ [Digital print] is eye-catching and modern...and we want to catch the eye of the customer in the store. ”

Delbert Bland, President & Son of Raymond Bland,
Founder of Bland Farms



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