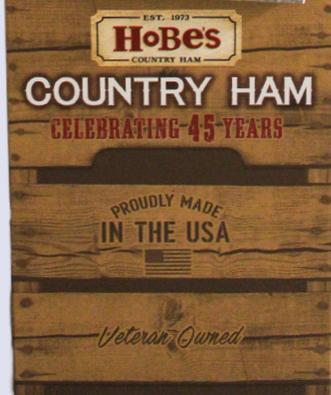
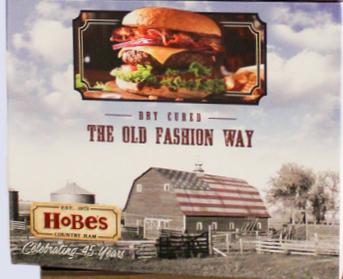
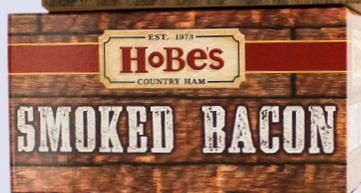
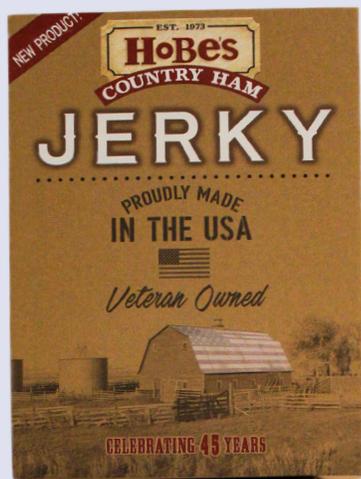


# How to Elevate Your Brand While Remaining Cost-Effective

Sarah Bertram, Marketing Coordinator



## THE CLIENT: Hobe's Country Ham

Hobe's Country Ham has been providing exceptional quality cured ham products since 1973 when founder Hobert Gambill began selling hams from the trunk of his car. Since then, Hobe's has grown to two locations for curing and packing in the Wilkesboro, NC area. While using the same recipe the company was founded on, Hobe's strives to create family traditions and bring people together at the dinner table.

## THE CHALLENGE: Bringing the Brand to the 21st Century

Hobe's currently utilizes a gift box mailer, large dump bin and small dump bin for its product lines. Prior to partnering with Complete Design, each type of package had a different type of print on it – sticker, litho label and direct print, respectively – that had not been altered since the company started using printed packaging. The outdated art needed to be updated and streamlined to bring Hobe's packaging to the next level.

"It was time to bring the company into the 21st century," said co-owner Jessica Blankenship. "We need to be able to reach a new, younger market and in order to do that we need to show the positives of our products through our packaging."

## THE SOLUTION: Digital Print Makeover

The over-arching purpose of digital print for Hobe's was to bring some uniformity into their packaging; not only through design, but also print mode. Instead of three different applications, which brings on the possibility of high cost and color inconsistency, Hobe's put all of their product lines under the digital umbrella which ultimately created brand consistency.

"You get flexibility and cost effectiveness with digital," said Blankenship. "There are so many options and avenues with this print method...and you really get the bang for your buck."

## THE RESULT: New Marketing Tactics = Increased Sales

After streamlining their packaging and brand identity, Hobe's was able to increase sales within retail stores and their online market, achieve immense cost savings with their large dump bin, and experiment with marketing and branding on new products. **Cutting costs while growing sales can be a difficult task, especially while juggling a major brand shift. But with digital, Hobe's was able to make a smooth transition.**

"The investment in digital was completely worthwhile," said Blankenship. "It helped us achieve the brand makeover we needed in a cost effective manner."

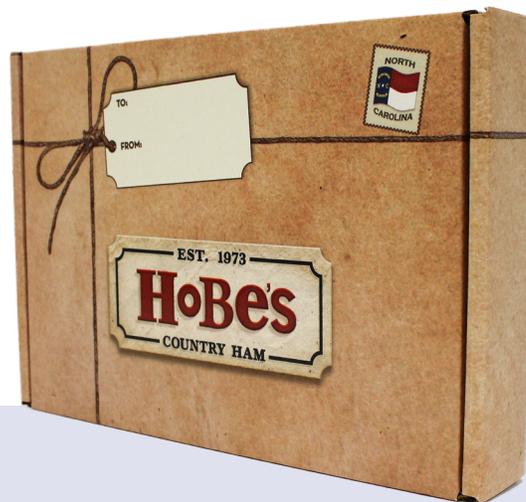
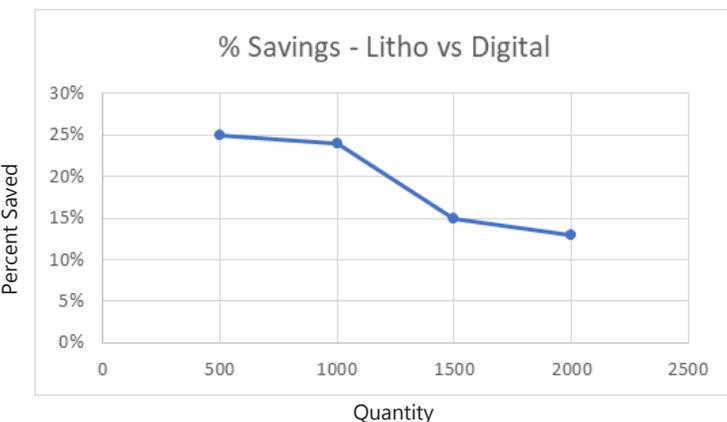


## THE RESULT: Continued

**Gift Boxes** – Prior to digital print, the Hobe’s gift box had versions that were kraft with a full or spot label. The spot label allowed little room for branding, and the full label could become expensive depending on the quantity. With digital, Hobe’s was able to increase the surface area used for print without the price significantly increasing. Because of this, in part, Food Lion ordered replenishments of gift boxes in 2019 for the first time.

**Jerky Bin** – Hobe’s rolled out a new product line of country ham jerky in early July 2019. By using the same structure as the country ham dump bin and similarly designed art, they were able to create brand recognition. Brokers and buyers from retail stores were attracted to the appearance of the display, and reported that after only three weeks in stores, the supply of product in the displays was depleted.

**Holiday Bin** – Before single pass digital, litho labeling was one of the only options for large format, high graphics printing. The small quantity and large size of Hobe’s Holiday Bin caused the price to be extremely high compared to that of digital. See the chart below to learn how switching to digital allowed for major cost savings.



“ The investment in digital was completely worthwhile...It helped us achieve the brand makeover we needed in a cost effective manner. ”

Jessica Blankenship, Co-Owner of Hobe’s Country Ham



## About Complete Design & Packaging

At CDP, we create a unique packaging experience by assuring your packaging or POP display protects your product, projects your quality and presents your brand. We design and manufacture every conceivable kind of custom corrugated packaging and displays in our cutting-edge facility in Concord, North Carolina. You get evolved structural designs and state-of-the-art printing coupled with high quality, competitive pricing, and timely delivery.



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