



PERT PLUS 2-IN-1



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Paperboard Packaging / Conv. Offset / Structural Design

The Pert Plus 2-in-1 multi-pack was specifically designed to appeal to consumers shopping at club stores and large chain retailers. StratusGroup worked with a turnkey provider to print the tightly wrapped design that met these objectives and excelled on the production line. The resulting structure borrows from the unique contours of the Pert Plus 2-in-1 bottles and evokes the sought-after collected and shower-fresh feeling.

The package style, consistent across all SKU variations, uses a green palette and features a Family Value Pack circle for a distinct in-store display. The success of the packaging has StratusGroup continually working to innovate structural design that's fresh and speaks to today's consumers.