



Packaging Success Stories

Olli

Olli Brands

Cannabis | Specialty Foods



- World-class cannabis product manufacturer needed new box format for product launch
- Requirements: efficient for assemble, good looking, practical and reasonably priced
- Willowpack™ helped create new box dieline options to meet all the requirements
- Using the new dieline they selected, Olli Brands placed order for 5,500 boxes with beautiful results, perfect for their big product launch

New Box Packaging For New Product Launch

Olli Brands is a Canadian licensed producer manufacturing world-class cannabis products using only premium inputs, which results in products that celebrate the exceptional, break away from the mundane and enrich the experience.

Olli Brands had been working with Willowpack for two years ordering roll labels, but then they were faced with a new packaging challenge: Their Mini Oatmeal Chocolate Chip Cookies required a tear-open box design for retail. This was a format that they had never done before. Their requirements were: ***“efficient during assembling, good looking, practical, but at the same time not spending all the money in the world.”***

Willowpack’s team worked together with the brand to produce a custom dieline for their boxes that suited their requirements. We provided a few different design options so that Olli Brands could choose the one that they liked best.

Once Olli Brands selected a cookie box design, they placed an order for **5,500 auto-lock bottom boxes**, which we produced and packed for pickup. The result? Olli Brands was thrilled. Their Procurement and Logistics Manager shared the following kind words with us:

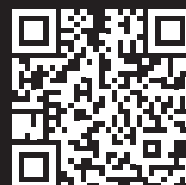
“You all did an incredible job, and my team couldn’t be happier with the results. The boxes turned out beautifully! I’m confident I’ll be placing a new order with you soon.”

With their boxes ready, Olli Brands was ready to launch their exciting new product. We look forward to continuing to work with them!



What About Your Brand?

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