

Johnson & Johnson Make Teeth Brushing an Artful Experience

Creating Growth

In the always critical value minded toothbrush market, the Reach brand at Johnson & Johnson looked to increase market share by utilizing the talents of noted artist Brad Goreski in order to provide perceived value-added on store shelves. However, innovation could not come at the cost of competitiveness and Johnson & Johnson was looking for as little cost increase as possible to achieve this goal.



Demanding Challenges

Johnson & Johnson designed a shrink sleeve label for their artists creation, however co-packing services had difficulty with sleeves not cycling through the applicator successfully. Due to a small lay flat and difficult product application, static hampered the process significantly. Johnson & Johnson's original label supplier failed to capitalize on the service driven work and, in turn, Johnson & Johnson turned to industry leader Multi-Color Corporation as a label solutions provider.

Innovative Solutions

Multi-Color worked with Johnson & Johnson to find a viable and cost effective solution. The operations team at Multi-Color engineered an inking system that allowed for the elimination of the static characteristics of this particularly demanding application process. This innovative process was put to trial and deemed a roaring success. The new, non-static, artist-inspired label was ready to be commercialized, and add instant shelf enhancement to the Reach toothbrush line.

Enhancing Success

Ever aware of consumer safety, Johnson and Johnson continued to work with Multi-Color to further evolve the label solution. In order to promote alignment with FDA regulations concerning human contact with products; Multi-Color worked with respected materials providers to create an entirely new film which would continue to ensure the non-static characteristics of Johnson & Johnson's exciting brand enhancements. The Multi-Color led collaboration of brand, material supplier, label provider, and co-packer ultimately created an innovative label solution while maintaining cost, label stability metrics, and top-notch consumer safety.

Opportunities Seized

The development of a new anti-static FDA-approved film allows Johnson & Johnson, and Multi-Color to open the doors to new market solutions in the future. Johnson & Johnson's positive consumer growth in the critical value brand market segment can be attributed the dedication of all parties involved to ensure that the Reach brand's fun and engaging graphics would continue to have a canvas on which to flourish. Congratulations to Johnson & Johnson, and artist Brad Goreski, on an exciting and innovative label campaign.