

# ThimmColor® digital - Top Story



Green Petfood puts animal feed to the test. The company's ambition is to rethink animal feed, manufacture it sustainably and provide animals with all their feed. For Green Petfood there is no contradiction in producing products in the super premium segment whilst also fully respecting the environment. This guiding principle was also pursued consistently in the company's packaging development. Working together, Green Petfood and THIMM developed sustainable and innovative dog food packaging for retail outlets which uses state-of-the-art digital printing technology for flexible and customised printing. The large advertising surfaces on the packaging and the varied design options ensure the packaging is a real eye-catcher on the shelves.



Green Petfood

Nina Rimbach, Head of Marketing at Green Petfood

*"[...] We were won over by the digital printing process as it enables us to respond quickly to the changing needs of our customers and the retail sector and more importantly in a manner that saves resources. We have rarely developed such a coherent packaging concept so quickly that is entirely in keeping with our guiding principles of sustainability, innovation and out of the ordinary!"*, Nina Rimbach, Head of Marketing Green Petfood



## CUSTOMER BENEFITS

### High-impact dog food packaging in ThimmColor® digital

- » Sales packaging for dog food with an effective brand presentation through first-class printing quality with digital printing
- » Full flexibility and a fast response to changing market requirements
- » Large advertising surfaces for customised designs and storytelling
- » Emotionalisation of the packaging through photo-realistic figures in the print images
- » Exclusivity with a variety of designs for series products
- » High-impact product placement on the shelf
- » Punched out finger openings make the packaging easier to open and handle for the consumer
- » The dog food packaging is made 100% from corrugated cardboard and can be easily recycled



## YOUR CONTACT AT THIMM



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