

Fenix Manufacturing – Heavy Metal Security Line



Opportunity

Fenix developed an innovative line of heavy-duty security hardware, using material that is 50% heavier than anything on the market today. They needed a name for the product line and they needed a hard-working, interactive packaging solution that would capture the eye of the retail buyer and the end consumer.

Strategy

Heinzeroth assisted with the national rollout of this exciting product introduction, dubbing it the HeavyMetal Security Line and developing the logo. We assisted in the design of a rugged double-decker cardboard packaging solution that securely holds the heavy components in place, and we developed a complementary POP program.

Cont.

Client Brief

Fenix manufactures and distributes a line of unique specialty hardware products providing homeowners with added security, convenience and peace of mind. Engineered using durable, recycled materials, all Fenix hardware products are manufactured in the U.S. and designed to look as good as they function.

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Case Study



Tactics

We concentrated on a simple, yet highly functional package design that eliminated the need for all blister packing. This not only saved the client money but resulted in a solution that is more environmentally responsible. The design includes a user-friendly mounting template on the back of each package to ease installation. The open architecture of the packaging allows the customer to touch and move the components of the product.

POP materials included aisle violators and planograms. Collateral literature was used for mailings and as a leave-behind.

Results

The packages for the HeavyMetal 6-inch security bolt and 4-inch hasp won Gold Awards at the 2011 NRHA Packaging and Merchandising competition for their visual appeal, customer interactivity and environmentally friendly designs. The high-impact, professional design of the packaging and POP program has helped open the door for meetings with several key retailers, helping Fenix rack up additional shelf space for its growing product line.

“Because of their experience in the hardware/home center channel, we came to Heinzeroth with a quality product and a kernel of an idea on how to package and promote it. Their staff took our vision and made it their own. And, in so doing, developed a highly functional, eye-catching packaging and POP program to support the launch.”

John Benson, President

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