

Meyers Client Case Study

Project Name

Sustainable Packaging and Labels

Client: *Bearsville Soap Company*

Background

Bearsville Soap Company (Bearsville) creates personal care products made the old way. Their soaps, shampoo bars, moisturizers, beard oils and candles are derived in the wild using ingredients from nature. Bearsville focuses on workmanship, care and dedication, with all their business practices following this ideology. Bearsville enlisted help from Tocci Made, a bespoke print consulting company with a similar passion for excellence and craftsmanship. Tocci Made set out to make sure Bearsville’s print matches their corporate philosophy.



Opportunity | Need

Tocci Made approached Meyers as a printer with a reputation for quality, artistry and sustainability. Bearsville was preparing to rollout a refreshed brand, including updated packaging. Bearsville’s hope was to create sustainable packaging that more clearly expressed the various fragrances of their products. Compounding the challenge, Bearsville needed folding cartons or labels for nearly 30 different SKUs, including some small-batch, limited edition products.

The Meyers Approach

Meyers helped Tocci Made and Bearsville accomplish their objectives by using sustainably-sourced materials and creating a novel approach to printing the packaging and labels. All paper products are Forest Stewardship Council (FSC) certified and the packages are curb-side recyclable. Meyers created a unique process for printing the folding cartons by leveraging our flexo-digital hybrid press. This allowed us to print the entire package, including both sides, in a single pass. This created a highly-efficient process allowing for cost-effective production of many SKUs. The same press was used for the labels to ensure excellent brand consistency.



Project Highlights



All packages are **sustainably produced**, use FSC-certified materials, and are easily recycled.



Our **innovative production process** leverages our flexo-digital hybrid press to efficiently produce a wide variety of SKUs.



Meyers produced beautiful **sets of packaging and labels** that helped Bearsville succeed in their brand refresh.