

A wooden shovel is positioned diagonally across a large pile of light-colored grass seed. The shovel's head is at the top right, and its handle extends towards the bottom left. The background is a soft, out-of-focus white.

Growing Grass with Plastic

How **flexible packaging** took grass seed market from commodity items to branded products

Oct. 26, 2006

Neil Myers, Director of Marketing,
Pennington Seed, Inc.

A Scoop of Seed



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Pennington Seed, Inc.

Feed Bags

- **Farmers and all**



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Selling it

- Little to no graphics
- The “WIIFM”
- Photography
- Limited colors



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Emotionally Unavailable

- **No people**
- **No personality**
- **No positives**



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The Dirt on Grass Seed

- **Schultz markets dirt**
- **Sales increase**
- **Space broadens**



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The Growth of Grass Seed

- **Polywoven gives way**
- **Polypropylene takes hold**



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Brand Building

- **Eight color packaging**
- **Key features/benefits**
- **Photography**



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Personal Connection

- **Endorsements**
- **Capturing celebrity likeness**



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Merchandising

- Color
- Content
- Clarity



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Innovation

- **Stand up pouches**
- **Resealable tops**
- **Shaker applicator bottoms**
- **Heat sealed instead of sown**

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Durability

- **Fade resistant inks**
- **Pouches nearly waterproof**
- **Survives drop tests**



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It Could Always Be Better

- **Rats**
- **Zipper effect**
- **Slip sliding away (COF)**



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Stay Consumer Focused

- **Easier to use**
- **Easier to pack, ship, merchandise**
- **Cost less to pack, ship, merchandise**



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Stay Customer Focused

- **Turn-around times**
- **Color management**
- **Press approvals**
- **Quality controls**



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"It's all about me"

- **Buy a Lazy-Boy Recliner**



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Neil Myers, Director of Marketing,
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“Thank you”

- **“Thanks for listening to our dad.”**



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