

Oatey

# SPECIALTY PACKAGING THAT SELLS



TRUE BLUE FLEX LAUNCH KIT

**SINCE 1916, OATEY HAS PROVIDED RELIABLE, HIGH-QUALITY PRODUCTS** for the residential and commercial plumbing industries. Today, Oatey operates a comprehensive manufacturing and distribution network that supplies thousands of products for professional builders, contractors, engineers and DIYers worldwide.

When Oatey needed to roll out their new Dearborn® True Blue® FLEX Bath Waste Kit product line to specialty retailers across the United States, they turned to Shamrock for a promotional product to create a splash for the product launch.

After reviewing the True Blue kit assembly, we determined that the product kit itself was the real star—and that Oatey didn't need a promotional product at all. Instead, we designed a custom packaged launch kit that delivered the wow factor Oatey wanted to excite and engage their sales channel. Based on that success, Oatey turned to Shamrock for their next product launch kit.

## THE SOLUTION

The innovative True Blue bath product kit includes flexible PVC tubing, gaskets, a face plate, test plugs and other components that reduce the number of tools needed for drain installations, saving time and eliminating hassles. Using that simplified, streamlined install as our muse, Shamrock created a sleek custom kitting solution.

The True Blue FLEX Launch Kit features a self-locking, full-color branded box with a custom foam insert that holds and displays the drain assembly components. Shamrock created, printed and assembled 200 launch kits (including new product literature) and shipped them to retailers and dealers nationwide.

Next, Oatey turned to Shamrock to introduce their QuickDrain shower products with a custom packaging kit that would double as an in-showroom retail display. The display box would need to accommodate the entire product line, which includes a variety of drain configurations—square and linear—in various finishes. The display solution would also need to be cost efficient and durable enough to stand up to everyday handling.



INTERIOR TRUE BLUE FLEX LAUNCH KIT

A custom, full-color branded box was created: Inside, on-brand graphics tell the Oatey story, and two layers of custom foam inserts hold and display the QuickDrain component samples. Constructed of durable corrugated cardboard material, the rugged box features handles to make it user-friendly for retailers. Shamrock managed the design, print and production of the boxes and then assembled and distributed the kits to 50 rep agencies nationwide. We even included an extra display box with each order if they need to be replaced over time, making it a one-time, long-term product marketing solution for Oatey.

**WHY IT WORKS**

Oatey approached Shamrock with an idea about what they wanted (a promotional product). Instead of merely responding by selling them what they asked for, Shamrock took a few steps back. We assessed the need and created a functional, holistic solution for Oatey using custom packaging and kitting. These solutions work for Oatey, combining form and function to create brand marketing that makes it easy for their dealers and representatives to sell their products.



12" X 12" LINT-FREE CLOTH



SALES SHEET INSERT



QUICKDRAIN RETAIL DISPLAY



INTERIOR QUICKDRAIN RETAIL DISPLAY