

Product profile

Largo juices and juice drinks
Largo AS, Estonia



Fresh, trendy and healthy image

Relaunched onto the Estonian market in October 2005, the Largo range of juices and juice drinks is packaged in 1 litre Standard Pure-Pak® Curve cartons with Elo-Cap™ UL. Flavours include Orange, Apple, Pineapple and Tomato juices; and Cowberry-Blackcurrant, Cranberry, Cherry and Tropical juice drinks. This is the first range of juices and juice drinks to be packaged in Standard Pure-Pak® Curve cartons in Europe.

Market Information

Following market research to discover what consumers thought of the existing Largo juices and juice drinks ranges, results showed that existing properties such as quality, taste and a convenient package were valued, but that the previous design of the carton was seen as too 'dark' and 'heavy'. As a consequence, the design concept was updated to provide a more 'fresh', 'trendy' and 'healthy' brand image. Estonian consumers now identify Largo with a convenient package, which has both a modern image and great functionality thanks to the closure.

The relaunch of the new-look Largo range was publicised with a press conference and a major marketing campaign incorporating the well-known strapline – 'Marjadest mahlasem' – 'fruitier than fruit, better than berries'.

Distribution

Distributed throughout Estonia, via retail outlets and HoReCa (the hotel, restaurant and catering sector), Largo is transported in 3x4 wrap-around boxes with an ambient shelf-life of six months.

Technical Information

The product is filled on a Pure-Pak® P-S30D machine in 1 litre Standard Pure-Pak® Curve cartons with Elo-Cap™ UL closure. Cartons are B-style and printed with UV flexo on ALU board.

Additional Information

The Standard Pure-Pak® Curve carton was chosen by Largo because it offers opportunities to highlight the brand's key messages, it differentiates the juice ranges from the competition and makes the product stand out on the shelf.

Largo became the first juice packed in a carton with screw-cap in 1998, which was improved in 2002 with the application of the new 29mm Elo-Cap™. The larger cap was easier to open and close, and added extra convenience with a better pouring function. These consumer benefits were confirmed by extensive research carried out in March 2004.



Pure-Pak®
CURVE