

Case Study: Corporate brand strategy for Printcare (Ceylon) Ltd.



Objective

Printcare is a key global player in the niche market of supplying tea tags and cartons to established tea brands around the world. Its wide customer base is testament to its expertise in this field, where it commands cost advantages

The objective of the assignment was to build a Printcare brand which would enable the company to position itself closer to its customer and to create a brand differentiation which would enable it to grow and improve its profitability in the future.

Outcome

An integrated Printcare brand which stood for certain values were rolled out successfully throughout the organization.

Approach

A two-phased approach was implemented. In the first phase the task was to create a strong business to business brand, which would enable it to establish closer links to its customers and anticipate their needs. And in the next phase the company would consider investing in innovation to provide customers with solutions that may even touch the end consumer.

