



# Ready Nutrition

# READY®

## ASHTONNE PACKAGING

### ASHTONNE PACKAGING TEAMWORK

#### CLIENT PROFILE:

Founded by Pat Cavanaugh in 2012, Ready Nutrition is a sports nutrition company based out of Wexford, Pennsylvania. As an outstanding collegiate athlete, playing college basketball for the University of Pittsburgh, Pat knew how vital nutrition was to boost athletic performance. Using this knowledge, he has led the development of many nutritional products, such as sports drinks, protein bars, and healthy snacks.

#### MARKET ENTRANCE STRATEGY:

In order to secure their place in the market, Pat Cavanaugh did the following:

- \* Brought all-natural ingredients to serve the athletic community
- \* Partnered with natural sports organizations and elite athletes
- \* Expanded products beyond drinks to energy bars and snacks
- \* Teamed with Ashtonne Packaging to spread their message in grocery stores



*Ready Nutrition— 4 pack case*

#### SERVICES PROVIDED

Ready Nutrition brought Ashtonne Packaging a design they received from another company. With time being a constraint, Ashtonne quoted the existing design and submitted a competitive price. Unable to have time to redesign the product packaging, Ashtonne Packaging was able to provide quick turnaround with competitive pricing and secured the item.

#### OPERATIONAL SITUATION

Ready Nutrition needed a better way to advertise their four-count drinks, so Pat had Ashtonne create a functional and durable package that showcased Ready Nutrition's product. In addition to providing the four-packs, Ashtonne Packaging assembled, loaded, and shipped these to Giant Eagle! On top of this, Ashtonne designed and organized a variety pack shipper display holding 8-6 packs of Sports Drink that grabs customers' attention the minute they walk past the store display!

#### CUSTOMER BENEFITS

- Eye-catching displays in various supermarkets led to greater brand exposure and increased sales.
- Flexible 4-pack packaging in display panels to support food and drink.
- Creative design opportunities with quick turnaround.

*"I appreciate the note and kind words, but most importantly, yours (Dan's) and Chad's commitment to winning together!"*

When the details of your packaging matter, contact Ashtonne Packaging!

Call Toll free: [877-522-6937](tel:877-522-6937)

Visit us on the web: [www.ashtonne.com](http://www.ashtonne.com)



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