

From the drafting table to the Hungaropack Hungarian Packaging Competition

Source: Transpack Journal Hungary

Working in the garden helps us unwind. We kept that in mind at our company – LC Packaging, the multinational packaging material manufacturer and distributor – when we put our heads together and came up with brand new product ideas to add to our existing portfolio. It has truly been a team effort, executed with the participation of all company units, and has led to the development of the LC Home and Garden product line. Our product range has been compiled targeting mainly amateur gardeners and is characterized by a user-friendly small packaging, as well as by durability and practicality. We know well how important the longevity of their tools is for gardeners, so we pay utmost attention to the durability of our products. This is of great importance for us in order to ensure not only a high product quality, but also eco-friendliness. Therefore, our products are reusable through various seasons and are also recyclable.

In early spring this year we conducted a survey on the largest social networking platform. This extensive spring survey sought answers on what characterized amateur gardeners in Hungary. The initiative proved exceptionally popular, and our curiosity has yielded results: there were over ten thousand participants sending us their feedback, which has allowed us to have a greater overview on what they are truly interested in; which product, what sort of knowledge and content would be most useful for those engaged in domestic gardening. Getting to know the opinions, demands and particularities of our future partners and others interested has been inspiring for us as well. We proceed with product development based on their opinions and we are constantly providing our wholesale and farm center partners with up-to-date information. Furthermore, we publish articles on our blog (lchomeandgardens.hu) on a weekly basis, which we also share on the largest social networking platform. When writing blog entries, we focus on publishing timely information regularly, while making sure the topics addressed include not only our products but also up-to-date information useful to our followers.

In light of its initial successes, we decided to enter our Home and Garden product line in the Hungaropack Hungarian Packaging Competition, where we were awarded one of the special prizes of the Transpack journal based on an evaluation by the jury of the CSAOSZ (Hungarian Association of Packaging and Materials Handling). This achievement meant a lot to us and let us gather further momentum as both the increasing demand on the consumer side and the professional recognition have strengthened us in the belief that we are on the right path. Not only do we wish to continue the work, but it is also our desire to elevate our product range to an even more professional level by expanding it with new products.

By completing our triple motto of commitment, reliability and loyalty with constant innovation, our company, LC Packaging, aims at satisfying the demands of the broadest possible customer base whilst never failing to remember that working in the garden helps us unwind.