

When Bath Time Comes, Grab a Cupcake and Hop In!

Bubble bath always makes bath time better, especially for kids. But bubble bath has come a long way, baby. Today, colorful, fragrant, fizzing cupcakes called Bath Bomb Cakes are the latest trend from Sky Organics. To be sure these adorable cupcakes get gobbled up from store shelves, Sky Organics came to JKG Group for some eye-catching, multipurpose packaging.

Packaging to Meet Multiple Needs

Each Bath Bomb Cake is the size and shape of a large cupcake. The upper frosting twists off from the bottom cake and each is used differently in the tub: one forms bubbles under the tap, the other releases fragrance and oils in the bathwater.

To preserve the unique appearance and dual functionality of the product, it's important that the cupcake remain intact and stable during shipping, shelving, and handling in the store.

And once in the store, it's also vital to capture attention and invite a closer look. The solution is the packaging!

The Power of the Package Prototype

The JKG packaging design team developed a package prototype that featured an integrated stabilizing tray for the cupcake to sit in. A clear plastic Mylar window inserted in part of the top lid and box front displayed the scrumptious cupcake, enabling buyers to see both the lower cake and upper frosting.

The package also featured colorful graphics, fanciful illustrations of cupcakes and icons denoting 'Handmade in the USA' and cruelty free testing, with the ingredients, instructions for use, and trackable barcoding.

In initial market testing with Walmart, boxes containing single cupcakes were determined to be larger than necessary, due to the depth created by the bottom stabilizer tray. JKG designers constructed a smaller prototype package, replacing the tray with a bit of colorful shredded paper like that used to protect eggs in Easter baskets.

"Packaging is vital in helping to sell product, and we're delighted with the flexibility and quality of the prototyping and printing JKG Group has done for us. We're looking forward to great results."

Owner, Sky Organics

To enable the client to reduce the per-unit purchase price and deliver more bath time fun per family, JKG designed and prototyped a similar package containing four cupcakes. Then, JKG Group printed initial package quantities to support market testing for all scenarios.

On completion of testing, printed packaging went into full production, and today these trendy new bath products are readily available at Walmart and Amazon.

A Sure Way to Clean Up

Now, with Bath Bomb Cakes from Sky Organics, kids of all ages are enjoying quality tub time with their fragrant, foaming cupcakes.

And when the product comes out of the package at bath time, it's a sure bet that these creative, colorful boxes will be put to other uses inside the home. They're simply too charming to throw away!

