



# North Star Pets

A custom-fabricated solution — fast

North Star Pets wanted a special carton for a new cat toy. The carton needed a window to show off the product, a unique hang tab for retail display, and a “cute” aesthetic to align with the brand. All of this had to be done on a tight deadline for an upcoming trade show.

Taylor’s in-house Launch Lab quickly fabricated multiple mockups to refine the window cutouts and internal product support tabs. The final approved design was then printed on Taylor’s state-of-the-art digital presses to ensure delivery in time for a big reveal at the trade show.

CASE STUDY



A **BIG thank you** for pushing through the packaging for SuperZoo. It was a **HUGE hit!**

NORTH STAR PETS



LAUNCH LAB | RAPID PROTOTYPING | DIGITAL PRINTING