



Cannabis Startup Gains Instant POP Presence

Challenge

Miink, a manufacturer of cannabis-based therapeutics, wanted to create brand awareness in an increasingly crowded marketplace. As an emerging startup company, Miink had no point-of-purchase (POP) materials and needed to quickly develop a countertop display for its entire line of vape cartridges. Miink's co-packer introduced them to Taylor and a business partnership was born.

Solution

Taylor's Print & Visual Impressions team hosted Miink to learn about their needs firsthand, and to provide an in-depth tour of Taylor's production facility. Our in-house POP display experts then got to work.

- Taylor created a prototype of a countertop carton that would display six vape cartridges at a time.
- The carton featured an auto-bottom design to simplify setup at the point of sale and was constructed in a way that would keep production costs low while maintaining quality.
- Taylor created unique POP cartons for Miink's seven varieties of vape cartridge, requiring accurate reproduction of 12 different PMS colors in total.
- In doing so, we applied both flood gloss aqueous and spot soft-touch aqueous finishes to create eye-catching embellishments.

Results

Taylor's POP expertise and digital production technology helped the Miink brand to get off to a fast start.



BRAND BUILDING

The POP displays developed by Taylor are now in use at trade shows and Miink's retail locations.



COLOR CONSISTENCY

Taylor's G7® color certification ensures that Miink's signature color schemes are faithfully reproduced.



SOURCING EFFICIENCY

Miink received design, branding, prototyping and print production services in a single partner.