

A Successful Switch from Glass jars to Flexible Pouches.

OPTIMUM PERFORMANCE® & Packiro Success Story



Flexible Packaging as a Game Changer

Packaging not only influences purchasing behaviour and brand perception, but also the logistics of a company. This is exactly what OPTIMUM PERFORMANCE® learnt back in 2021, when the demand for alternative packaging solutions grew.

The young brand from Mannheim, Germany, which specialises in high-quality nutritional supplements, was looking for packaging that was not only sustainable and practical, but also optimally reflected the brand's design. In Packiro, OPTIMUM PERFORMANCE® found a partner that fulfilled precisely these requirements. The switch from glass packaging to flexible, full-surface printable stand-up pouches brought numerous advantages: Lower storage and shipping costs, an improved environmental footprint and increased creative flexibility.

But how did the switch from glass to flexible packaging go? What challenges had to be overcome and what surprising effects did the new packaging have on customers' purchasing behaviour? We spoke to Caroline Benz from OPTIMUM PERFORMANCE® about her experiences with Packiro as a packaging partner.





Name: OPTIMUM PERFORMANCE® GbR

Industry: Food supplements (supplements)

Partners authorized to represent: Caroline Benz and Stefan Benz

Products: Health and sports supplements made from trademarked raw materials

Company size: < 10 employees

Packiro customer: since 2021

Distribution channels: Online shop



„ *Our aim is to be better than the status quo.* “

This motto has guided the company OPTIMUM PERFORMANCE® since it was founded in 2019 by Caroline and Stefan Benz. What initially started as a side project quickly developed into a successful brand for high-quality nutritional supplements. The idea arose from a natural „wow“ moment: Thanks to a meeting with a friend and US entrepreneur friend, they realised that the market for dietary supplements in Europe is often opaque.

As a trained sports scientist, Stefan Benz pays particular attention to active ingredients, their composition, quality and mode of action. He started with the development of unique combination preparations, until they became real products and OPTIMUM PERFORMANCE® was born. Caro and Stefan want to make the previously opaque market for food supplements more transparent and informed. They have been doing this ever since by offering their health-conscious target group extensive range of food supplements.

By using so-called „trademark raw materials“ (raw materials with particularly high bioavailability), the young company is able to offer particularly well-tolerated and highly effective products - without the risk of overdosing. In addition to health products, the range now also includes a wide selection of sports products as well as women's health, which are manufactured exclusively in Germany and Austria. The young company has mastered numerous challenges in the process. One of them: the search for a sustainable and practical packaging solution. Because before the collaboration with Packiro, the brand was facing a challenge: they were looking for alternative forms of packaging for their products.

Find out how OPTIMUM PERFORMANCE® not only saved on storage and shipping costs by switching to flexible, freely printable packaging, but also increased customer satisfaction.

From Glass to Pouches:

Why OPTIMUM PERFORMANCE® Opted for Packiro

Before their first contact with Packiro, OPTIMUM PERFORMANCE® products were sold in glass jars. In 2021, Caro and Stefan faced a challenge: more and more customers were explicitly asking for practical refill solutions.

“ *From the very beginning, we received requests from our customers asking if we also had refill pouches.* ”

Therefore, the need for a new packaging solution emerged. One day, Caro was scrolling through Instagram and discovered Packiro. She visits the website, enquires about the packaging range and orders free samples without further ado. In a casual conversation, she learnt all about Packiro's packaging solutions, the wide range of design options and the sustainable packaging materials. She quickly realised that the flexible stand-up pouches with resealable closure (called „Zippers“) were exactly what OPTIMUM PERFORMANCE® was looking for. „I didn't even bother looking for any other supplier because I was so well taken care of“. Caro then placed her first packaging order with Packiro.



So why is it worth switching from glass packaging to pouches in the first place? For several reasons!



Cost savings:

Thanks to the lower weight, companies can make significant savings in terms of transport and storage.



Transport safety:

Due to the more robust material, transport damage is significantly less frequent with pouch packaging than with glass packaging.



Marketing:

Flexible packaging offers large printable areas that can be used for branding and product information.



Flexibility:

Pouches are lighter than glass, resealable and easier to store for both retailers and your customers.



Recyclability:

Materials made from monoplastics such as **polypropylene (PP)** are fully recyclable and therefore contribute to a functioning circular economy.



Environmental balance:

During production and transport, pouches have a significantly lower Co² footprint than glass packaging¹.

¹NABU Federal Association DE 2021: „Life cycle assessment expertise on various food packaging“

Sustainable Packaging Solutions

Good for the Environment, Good for the Business

„Sustainability was also an important aspect for us at the time, which is why we opted for Packiro," says Caro. No wonder, because sustainability is a topic that is occupying more and more consumers. It can also influence purchasing decisions:

64% of German consumers stated in a DLG study that they occasionally or often consciously decide against a product because they do not perceive the product packaging to be sufficiently environmentally friendly².

64% would even be prepared to pay more for sustainable packaging³.

However, it is not only consumers who are demanding the use of sustainable packaging in the long term, but also legislators. With the EU packaging regulation „PPWR", retailers are faced with new regulations. Among other things, the PPWR stipulates that the majority of packaging must be recyclable from 2030. You can find more information on the [EU Packaging Regulation PPWR in our blog article](#).

² DLG (German Agricultural Society): „Sustainable Packaging 2024"

³ Simon-Kucher 2024: „Sustainable Product Packaging"

The „**Metallised Martha**“ packaging material, which is still used at OPTIMUM PERFORMANCE® today, is not only demonstrably fully recyclable (certified with the „Made for Recycling“ label from the renowned recycling service Interzero), but also has a high degree of recyclability.

The material also offers special design options in the form of metallised effects that create great accents, making the packaging stand out even more online or on the shelf. Initially, the company continued to offer many of its products in glass packaging. But then they realised that the demand for the pouches was increasing more and more:



Products packaged in stand-up pouches were purchased more than those in glass packaging.

They also realised that they were able to make real cost savings when shipping the refill products online. Due to the lower weight and flexible form, they were able to use smaller transport packaging and more favourable postage rates. This prompted Caro and Stefan to do away with the heavy, fragile glass jars altogether. Since then, the company's entire product range has been packaged exclusively in the lighter, recyclable and fully printed pouches. And the customers? They appreciated the brand's new full-surface printed packaging design and enthusiastically embraced the changeover:

*We were also never asked again if we could
” use glass packaging instead of the pouches. “
And people are really, really enthusiastic.*

But it wasn't just the positive customer feedback that showed that the switch had paid off. Logistics management was also simplified. Caro no longer had to worry about coordinating two different types of packaging at the same time and was able to concentrate more on the essentials: promoting its own brand.

Flexible Designs for a Growing Product Range

A lot has happened at OPTIMUM PERFORMANCE® since the first collaboration and they have continued to be able to count on their packaging. For example, even when the company decided to carry out a redesign. „And at some point, we thought we might have to make the switch to lighter colours for our health products“. The former dark product packaging was to become lighter in colour.

So new designs were needed. The design was adapted without any problems and the new packaging designs arrived with the next order. The switch to the light colours had an immediate effect: the response from customers was consistently positive: „It was also very, very well received by customers. The light colours are also much better for marketing“.

A new design in beige-pink tones was then also developed for a new product line – nutritional supplements especially for women. Thanks to the possibility of printing several designs without major additional effort and cost, the changeover from configuration to printing went smoothly.



At Packiro we offer and of your brand full-surface printed packaging. With us, you can order as little as 500 units per design – perfect if you have different product lines in your shop. If required, we will gladly support you with your design creation, e.g. with customisations or logo changes. Our professional **Design Service** is the right choice for you!

Successful Together:

Reliable Partnership

Why does OPTIMUM PERFORMANCE® also rely on Packiro as its packaging supplier? In addition to the quality of the packaging and the appealing design, Caro particularly appreciates the reliable quality of the packaging and delivery: „The delivery times were great and have remained great.“ She also appreciates the fact that all orders can be managed online and that reorders can be placed online in just a few clicks. Designs that have already been used can be easily managed and reordered via the „My packaging“ area. And Caro also knows that a personal contact person is on hand if the worst comes to the worst. „We really appreciate that, it's not something we take for granted,“ says Caro.

For OPTIMUM PERFORMANCE®, the collaboration with Packiro means more than just a packaging solution. It is about a long-term collaboration that focuses on quality, reliability and joint growth. And customers also appreciate the results: „The pouches are praised time and again in customer reviews, emails and messages on social media. They say that they have a really high-quality and clean design – just as we wanted them to be.“

Thanks to the complete conversion of packaging from jars to pouches, the young company was not only able to save on logistics and shipping costs but also increase customer satisfaction. Using fully printed, high-quality materials, the brand's health and sports products could not only be packaged more functionally, but also more attractively – a decisive factor in the highly competitive market for nutritional supplements.

This success story has shown how OPTIMUM PERFORMANCE® has been able to optimise internal processes with Packiro's digital tools. Since then, they have been able to manage their packaging orders, create new packaging designs and reorder their packaging independently.

We at Packiro look forward to continuing to grow together with OPTIMUM PERFORMANCE® and „being better than the status quo“.



**Your product. Your design.
Your sustainable packaging!**

Packiro is one of the fastest growing companies for fully printed flexible packaging in Europe. We are committed to making the packaging industry more sustainable and digital. That is why we rely on materials such as fully recyclable mono-plastics, bio-based products and paper from sustainable forestry – guaranteed to be environmentally friendly. And we do not compromise on the protection your product: our materials are food-safe and protect your valuable contents efficiently.



You can easily configure and order your new packaging yourself in our Packiro online shop.

It's as easy as this:

Configure your packaging online according to your requirements. You can have it in your hands in just a few weeks! Or would you like to test it thoroughly first? Then order our free sample kit! And if you need help choosing the right packaging or designing it, we are of course happy to assist you.

Find out more about
Packiro packaging solutions

