

# The Laughing Cow Case Study

The Laughing Cow is a well known brand in France. They are a brand of processed **cheese** products made by Fromageries Bel since 1921, and in particular refers to the brand's most popular product. They have 3 products of cheese and each product have different variants. After spreading their network in almost all the countries in Europe, they wanted to launch their brand in India. Trigon Digital Solutions helped them to launch their products in India right from creating artworks to branding. Trigon played a vital role in launching the famous French cheese brand in India.

Their requirement was to print SKU's, Cartons, Poly pouch and labels. We had to work right from creating artworks to colour matching and print the final output. We had to cater by the standards provided by the parent company in France. To create artwork, it was important to keep their brand's standard colour which is red and blue in mind and create artwork according to it.

As soon as we got the brand's requirement, we started to work on artwork to depict the brand's image in an eye catchy way catering to all the standards prescribed by the parent company. Colour matching of packaging SKU's, cartons, poly pouch and labels was done. Once the artwork was approved we started with the final printing of labels and poly pouches. With our Digital Press machine we were successful in printing the labels exactly as the company wanted with all the colour matching and depicture of the brand. We provided them with SKU's printed on the actual substrate. Everything was produced and colour matched to the checklist given to us from the parent company in France.

We did print liasoning for which we travelled all the way to Jammu. They were pleased and satisfied by the quality of print and service provided by us. Trigon was awarded by The Laughing Cow for helping them launch their brand in India.

# POP Displays



# Award

