



Casite Introduces Comprehensive New Packaging and Marketing Materials

Enhanced look designed to increase visibility to consumers; help distributors/retailers sell more products

Dec. 10, 2012 - [PRLog](#) -- (Troy, Mich.) - To increase its visibility to consumers, Casite announced today that it has redesigned the packaging and branding of their premium line of "Motor Honey" automotive chemicals.

By utilizing clear bottles, easy-to-read neck labels, a no mess pull-tab, UV-coated face labels and multi-lingual descriptions, Casite is ready to expand into new markets while continuing to serve the needs of its loyal customer base. Even the company's familiar Bee mascot, "Buzz," has been given a new modern look while continuing to be an integral part of Casite's Motor Honey, Tranny Honey and Power Steering Honey packaging.

"Each enhancement of the new packaging has been carefully thought out with the end user in mind," said Pedro Tan, business development manager, The Casite Company.

Casite's new packaging includes a QR code on the neck label that consumers can scan with their smartphones. Vehicle owners who scan the code are directed to a product landing page that includes the features, benefits and usage directions for each product, along with a short informational video.

"The clear bottles we use for the Motor Honey products make it easy for customers to see and trust what they are putting into their engines," said Tan. "While we've always stood apart from the competition, from a retailer's perspective, we made sure our enhanced packaging would make even more of a visual impact on the shelf."

To help support the company's new branding strategy, Casite developed new collateral marketing materials including brochures, videos and trade show graphics, and will launch its new website later this year.

"Our goal is to continue to build our brand awareness and increase sales nationally," explained Tan.

For more information on The Casite Company, visit <http://www.casite.com> or call 1-888-CASITE-1.

--- End ---

Source	The Casite Company
City/Town	Troy
State/Province	Tennessee
Zip	38260
Country	United States
Industry	Automotive , Environment
Tags	Automotive Chemicals , Automotive Aftermarket , Motor Honey , Marketing , Branding
Link	https://prlog.org/12037478



Scan this QR Code with your SmartPhone to-

- * Read this news online
- * Contact author
- * Bookmark or share online