

Success Story - SmartyPants

SmartyPants is leading by example in incorporating recycled content into their packaging. SmartyPants is one of the fastest growing vitamin manufacturers in the world and following a recent acquisition, they are now part of the Unilever family of brands.

In 2019, Smarty Pants chose MRP to launch a new project after they discovered our ability to incorporate PCR. Through this partnership, MRP developed a customized logoed child resistant closure with an owl design created by Leo Brozell, Director of Innovation. Offering a sustainable solution with up to 100% PCR in the outer, the closures have passed protocol testing. In fact, testing was so successful, we are now working to also incorporate PCR into the inner.

One of the challenges often associated with PCR is that it is hard to achieve accurate color matches. However, with SmartyPants, we successfully matched over 20 jewel tone colors with PCR to the customers' satisfaction. Another PCR win!

Because of the eco-friendly packaging now offered by SmartyPants, their business is growing. Recently, they gained new business with Costco due to the redesign and sustainability story. Sara Mallie, Senior Director of Innovation and Project Management for SmartyPants noted, "SmartyPants will be launching a new campaign on two of their highest volume SKU's into Costco. To see pallets of our prenatal Women's line and Organic Women's line staged in Costco's warehouse is so exciting."

