

HOW VELCRO® BRAND PRESS-LOK® HELPED DRIVE GROWTH OF THE WHIMZEES™ BRAND

From Private Label to Branded Products

Paragon Pet Products is a Holland-based manufacturer of natural, premium dog chews. Their products were white-labeled for some of the world's top store and private label brands and distributed in more than 45 countries around the world. In 2012, Paragon sought to create its own brand of top quality dental chews for dogs to shift their revenue strategy and grow their global footprint. However, they faced a few significant challenges. First, their success in the private label business limited their external brand awareness. Second, the pet food industry and pet treat marketplace is crowded and they planned to sell to consumers with high expectations (pet owners and pet “parents”).

VELCRO® Brand PRESS-LOK® closure system is a proprietary hook-to-hook technology. The closure is a unique solution in the industry because it offers easy alignment that allows consumers to fasten without precise line-up, securing the package with great burst.



Standing Out from the Crowd

Paragon created the WHIMZEES™ brand to market and sell chews in fun and fanciful shapes such as alligators and hedgehogs. The specialty, natural treat also helps to support dogs overall dental health. However, Paragon realized that creating their own WHIMZEES™ brand and selling directly also required a different packaging approach to stand out on retailer shelves.

Inventive Packaging and Co-Branding

Paragon recognized they need a packaging solution that would instantly communicate the premium nature of the product and convey the same level of excellence the company championed. Apart from

being more appealing, the packaging also had to improve the consumer experience which is why they decided to include a VELCRO® Brand PRESS-LOK® closure and the corresponding VELCRO® Brand trademark on the back of the package.

After two years of marketing the product with the revised packaging, Paragon realized that the PRESS-LOK® closure and the VELCRO® Brand trademark were truly unique selling points and a real value-added differentiator. The company decided they could fully leverage this selling point by moving the trademark from the back to the front of the pouch. Now, the well-known VELCRO® Brand trademark and the PRESS-LOK® logo are highly visible on the pouch and are an asset that the Paragon team uses to successfully expand their sales and distribution.



Initial pouch



Current pouch

Success & Growth

Paragon credits the new packaging with their successful growth in the crowded pet food space by creating a differentiated look and feel that reflected the product's high-quality. The growth of Paragon's WHIMZEES™ Brand drove double-digit, year-after-year growth.

The positive impact that the new packaging had on WHIMZEES™'s bottom line resulted from two primary attributes.

First, because of its unique flat surface, the WHIMZEES™ package has excellent shelf stability and superior cube utilization. The pouches can fit tightly on the shelf, to maximize space.

Second, the prominence of the VELCRO® Brand mark on the packaging is both an immediate differentiator

and a signal to consumers that there is an extra layer of excellence associated with the product. VELCRO® Brand is known around the globe for its unmatched solutions and is synonymous with ease-of-use and convenience.

Paragon's WHIMZEES™ have full coverage in the specialty pet market across North America. The visual and practical appeal of the packaging helped the company sell into all well-known top pet superstores. In North America alone, WHIMZEES™ "valuebags" sales make up a considerable amount of total product sales. This showcases that the brand has established a strong customer base.

Thanks to excellent products and superior packaging, WHIMZEES™ has been a resounding success in this pet treat space.

“ The use of the VELCRO® Brand trademark within our valuebags has been an important asset to our brand in many ways. Applying this closure aligns with our brand philosophy of making our product use a positive experience for pet parents: the PRESS-LOK® closure helps keep the products fresh and allows for easy opening and closing. Additionally, dogs learn very quickly after hearing that notable VELCRO® Brand fastener sound that they will be getting their daily WHIMZEES. The ensuing tail-wagging makes pet parents feel good: they can rest assured they give their pet friends a healthy, functional chew plus the dogs absolutely love the product.

Lion Houkes
Global Director of Marketing, Paragon Pet Products



About Paragon Pet Products

Paragon Pet Products is one of the most advanced dog chew manufacturers in the world. 24 hours a day, 7 days a week, Paragon Pet Products fully facilities produce a large range of innovative dog chews. Their products are sold in more than 45 countries around the world and are 100% vegetarian, based on potato starch. Thanks to their special shapes and ingredients, these chews make a positive contribution towards maintaining the health of canine jaws, teeth and gums. Moreover, they also help with digestion. Visit our consumer website www.whimzees.com for more information.

About Velcro Companies

Velcro Companies is a technology-driven, global organization providing fastening solutions that solve problems in simple, elegant and surprising ways for businesses and consumers around the world. We have a heritage of innovation spanning more than 50 years and own over 400 active patents and numerous trademarks, including the VELCRO® trademark, which is registered throughout the world. We develop and deliver solutions for customers through an integrated production and service system that includes manufacturing locations in the United States, Canada, Mexico, Spain and China and sales offices around the world. To buy genuine VELCRO® Brand products and to find out more about our company, visit www.velcro.com