



CASE STUDY

WOODS & STEMS

New packaging reinvigorates the brand

Woods & Stems, a producer of gourmet mushroom jerky, had outgrown its labor-intensive packaging design. Labels were printed and manually applied to plain brown pouches before products could be brought to market. The Pouch House proposed a better way.

The Pouch House team helped design a custom-printed Mylar® pouch that eliminated the labeling step from the packaging process. The new high-performance pouch shines a spotlight on Woods & Stems' brand and extends the shelf life of the product within.



BEFORE



AFTER

"Switching from labels on pouches to *custom-designed pouches* was such a lift for our brand. The Pouch House did the whole project and it *turned out great!*"

BECKY WOODS

Owner, Woods & Stems



PACKAGE DESIGN | MATERIAL SELECTION | PRINTING | POUCH CONVERSION