

CUSTOMER SUCCESS STORY

SCRUBBITY DO-DAH HH

TPH HELPS POLISH SCRUBBITY DO-DAH HH'S BRAND

Using an online printer didn't give Scrubbity Do-Dahhh the look or quality the all-natural, premium ingredient that her scrubs needed. The Printing House™ (TPH®) designers helped Scrubbity Do-Dahhh create a new image with sexy, fun characters and custom designed labels to "up-level" the brand, without compromising the environment.

In late October 2017, Danielle Bellai turned her passion for skin care into a new business called Scrubbity Do-Dahhh. Bellai crafts scrubs with all-natural ingredients and no chemical preservatives, and makes every jar to order so her customers get them at the peak of freshness.

Bellai wanted eco-friendly packaging for her all-natural product and turned to a Canadian distributor for glass jars, and an online printer for the semi-custom stickers and marketing materials like business cards and banners. While the online printer had everything she needed, the selection was limited, customizing the templates was a challenge, and the result didn't meet Bellai's high standards.

"The lid on the 8-ounce jar is about 2 ½ inches across but the sticker I had to use was lost on the lid. I'm all about the esthetic and I just cringed every time I looked at it. I want to look professional and be top shelf, but those stickers were eating at me," she said.

The sticker was also too small to list all the information she wanted to include with each jar, so she had to customize business cards that she and her son Dario would package up with each sale. The solution wasn't perfect because she could only print English on the cards before the writing got too small.

"The scrub that is in this jar is really good and the sticker didn't reflect that at all. I said to myself: I've got to do something."

She started calling Ottawa-area printers to help "up-level" her brand, but she couldn't find one with an onsite designer and design studio until she called the TPH Nepean location.

AT A GLANCE

Location	Ottawa, Ontario
Industry	Health & Beauty
Services	Design, Personal Service
Solutions	Brand Development, Custom Printing, Eco-Friendly Printing

Benefits

Creating Memorable Characters

The TPH Design Studio collaborated with Scrubbity Do-Dahhh to freshen up its brand; creating a cast of fun, sexy characters to help the new business stand out.

Cleaning up for the Environment

Packaging and printing that's sustainable is a priority for Scrubbity Do-Dahhh. TPH delivers with eco-friendly inks, and sustainable and environmentally-friendly materials and printing methods.

Products that Fit

Scrubbity Do-Dahhh doesn't need to compromise with ill-fitting stickers. TPH prints and precisely cuts each label to ensure the packaging has the same high quality as the scrubs.

MAKING A SOLID CONNECTION

When Bellai explained what she was trying to do, TPH told her “yes, we can help you.”

Bellai, Dario, TPH Solutions Manager Mark Madsen-Russell and his designer Matt Magnus brainstormed ideas to build on a crown at the foundation of Scrubbity Do-Dahhh's image, and very fitting since both Bellai and Dario felt like they were treated like royalty. Together, they created a memorable brand that didn't take itself too seriously. “We had the time of our lives working with TPH,” Bellai added.

Magnus turned the brainstorming ideas into pencil sketches of a cast of characters to star on each jar of scrub featuring the main ingredient like beets, lemons, oranges or carrots. He worked closely with Bellai and Dario to refine the characters.

It was a truly collaborative approach, and from the crown that's a little off kilter to the sexy fruits and vegetables, Scrubbity Do-Dahhh's brand started to take shape.

“We are really excited by what TPH helped us to create. I am so impressed with the staff there.”

Bellai admits she didn't have a big budget and there were times she was worried about the cost, but she says TPH really understood where she was coming from and worked with her to give her the look she was after.

“It was clear, we were in this together. They were as enthusiastic and excited about the future of Scrubbity Do-Dahhh, which is really cool for us and very encouraging.”

QUALITY DONE RIGHT

Instead of the single sticker on the lid that Scrubbity Do-Dahhh had from the online printer, TPH created lid stickers and a jar wrap label so Bellai could include the English, French and INCI (ingredients) words, as well as symbols for vegan, and gluten free. Using their digital label press, TPH delivered labels featuring vibrant colours and gradients that bring Bellai's characters to life. And, to make the characters stand out, TPH cropped labels around images like the carrot for the lip scrub and the mirror for the Frankincense face scrub.

To make sure the custom-cut labels, which were designed with unique shapes, wouldn't come off in the shower, TPH took special care when selecting label stocks for durability.

The combination of lid and jar labels gave Scrubbity Do-Dahhh a fresh new look that matched the quality of the scrubs inside the jars, and they did it without breaking the bank. The lid label and the wrap for the two-ounce jars cost less than what Bellai paid the online printer to create a sticker and business card. Printing the eight-ounce lid and jar labels cost a little more, but Bellai is happier with result. The new labels fit the jar to perfection and Bellai says the cost is negligible since she can now print all the information on one piece, they look more professional and the quality is far superior.



BUSINESS BOOMS UNDER NEW BRAND

Scrubbity Do-Dahhh's first print run of 500 labels of their main product, and 200 labels of a new product were ready for the big reveal at a Spring market in Manotick, Ontario. Bellai was thrilled to have her new brand to showcase, and both Bellai and Dario were even happier to leave their old business card instructions at home.



While the market seemed quieter, when the receipts were counted, Bellai's sales matched the busier Christmas market they took part in four months earlier. "That was so impressive to me because Christmas markets are king, but I think it speaks to our new brand. The look of the jars draws you in."

"People loved our new jars. They are colourful. They're fun. They look professional," she says, adding she's proud to display her jars. The quality of the packaging matches quality of the product inside.



NATURAL GOODNESS

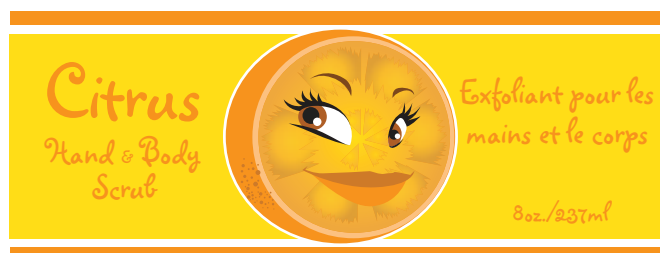
With a product that comes from all-natural ingredients, it's not surprising the environment was top of mind for its packaging.

Scrubbity Do-Dahhh's stickers are printed by TPH with a water-based resin ink, which is not only durable, it's eco-friendly, meeting the safety requirements for children's products covered under REACH and CHCC.

Making sound environmental and safety choices is a priority for Bellai, which makes TPH a great fit. The Printing House was rated Canada's most sustainable printer in 2017, one of Canada's Greenest Employer two years in a row, and the TPH Head Office is home to eight honey bee hives, as part of Toronto Bee Rescue's Corporate Hive Hosting.

"We are proud to be affiliated with TPH because they are environmentally conscious. The fact their inks and paper are environmentally friendly is very special to us. We're proud to tell people about it, and we feel good about the choice we made going to TPH."

"I love that they are community minded," she says, adding "we were really touched" to learn TPH planted a tree in Dario's name as part of the TPH Forest, which is helping to support the restoration of Canadian forests.



MORE CHARACTERS TO COME

With a solid brand identity and beautiful new labels for her products, Bellai is excited by the possibilities for her marketing and has started looking ahead to new marketing materials she can create with TPH including a new vinyl sign featuring the Scrubbity Do-Dahhh characters, a booklet of all her products, business cards, vinyl stands ... and even a new character or two.

"The stuff they can do blows me away," she says, "TPH takes the time for you. They're so friendly and they're ready to roll up their sleeves and work. There is a trust there. For anything I need in the future, I will be going to TPH." ■



ABOUT SCRUBBITY DO-DAH HH



Scrubbity Do-Dahhh creator, Danielle Bellai, has been passionate about skin care for more than 30 years and considers exfoliation a key component of any skin care routine. Frustrated by the number of chemicals in commercial scrubs, she set out to find a natural, chemical-free solution and started honing her recipes to focus on a range of issues or conditions. She launched Scrubbity Do-Dahhh in 2017. All Scrubbity Do-Dahhh products are made to order, from all-natural, high-quality and premium ingredients, with no chemicals, preservatives or colours.

www.scrubbitydodahhh.com

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1-866-874-3473

customer@tph.ca

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