Case study: Sister Lillian - Fix-a-Form® to the "Rescue"

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Sister Lilian Remedies is a collection of homeopathic remedies for babies, children, and pregnant and breast-feeding women. Each product is created by Sister Lilian and manufactured by Vital Health Foods. Once **Rescue Rest** was formulated, Vital Health Foods needed to not only communicate the product information, but also showcase the other products within the Sister Lillian product range.

Vital Health Foods then turned to Pyrotec PackMedia for their labelling solutions and once again chose the Fix-a-Form® to achieve all of their goals.

The Fix-a-Form® was the perfect tool for the new product as it allowed for all the required information to be on one label. Vital Health Foods continues to use the Fix-a-Form® as it is the only product in the market place that allows for so much information to be on one label.

Amelda Potgieter, Chief Marketing Officer at Vital Health Foods, appreciates the amount of information that can be on the Fix-a-Form®; this has been the ideal solution for the amount of information that is needed on the Sister Lillian products and it has been seen as a great educational tool.

For more information on the Fix-a-Form®, contact Pyrotec PackMedia today!

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