

Packaging produced by Creation Reprographics for popcorn by Natural Nutrients™ has caught the eyes of the hit BBC Two show, Dragons' Den.

Creation partnered with the new nutrition brand, Natural Nutrients, to deliver three packaging solutions for its popular popcorn products, Protein Popcorn.

Natural Nutrients produces clean and natural dietary supplements and sports nutrition products. As a start-up business, the company presented its product range in the Dragons' Den seeking investment for its unique natural food solutions.

Craig Newbigin, Director of Natural Nutrients, said: "In 2013 I was working as a personal trainer. Many of my clients asked where the best place was to buy natural supplements. After extensively researching the market, I realised it was very difficult to find a single brand that offered high quality products and provided 100 per cent transparency of its ingredients and didn't contain lots of unnecessary artificial ingredients – so I decided to create one."

Creation produced press-ready artwork for three different Protein Popcorn flavours including: Kale, Tomato and Chilli, Simply Salted and Sweet Vanilla. Notwithstanding the reprographics and plate production work, the company supported the brand with high quality printed flexible packaging, delivering efficiently and cost-effectively against the specification.

Matt Francklow, Managing Director of Creation, said: "Start-up businesses find it difficult to get their very first product to market; they may have limited budgets and contacts, however they can still ensure their product stands out on the shelf from the start.



"One of the easiest and most cost-effective solutions to effectively captivate a brand's target market is through product packaging. Sharp, high-definition graphics on high quality packaging can make all the difference, especially when looking to give a brand an exclusive image and personality and it certainly worked for the Dragons!"

**Natural Nutrients received interest from four of the Dragons: Deborah Meaden, Peter Jones, Jenny Campbell and Tej Lalvani, following a pitch by Craig and his business partner Liam Sheriff.**

**After a brief discussion, the duo accepted a joint offer of £100K with a 17.5% stake in the business put forward by Mr Jones and Mr Lalvani.**

Since then, Natural Nutrients has gone from strength to strength. Mr Sheriff, Managing Director of the company, added: "From day one we believed in choosing quality. As a result, customers simply trust our products. We started with sports nutrition and have now extended the range to include general health, super foods and snacking products.

"Working with Creation on the supply of printed packaging for our Protein Popcorn range has been a pleasure. They matched the brief and our expectations from day one. From reprographics through to plate production, then overall packaging supply, it's been a smooth journey."

Creation works with a range of brands, from start ups to multinationals, to help them make a big impact on the retail shelf with stand out graphics for packaging.

Mr Francklow added: "Combining our artwork and reprographics expertise with dedication to delivering a high quality products and service, we work with brands to deliver projects on time, on budget and in line with their vision for the product.

**"At Creation, we believe in delivering the highest quality print solutions with no compromise. We are a trusted partner to brands and printers alike and today we are returning highly complex designs within a very short timeframe to our customers – whether they are a long standing brand or just starting out."**

For more information on Creation Reprographics and Natural Nutrients, please visit:

[naturalnutrients.co.uk](http://naturalnutrients.co.uk) & [creation-repro.com](http://creation-repro.com)