

Sampling Programs

Sampling is the most effective way to get your product where it needs to be – into the consumer's hands. No other company offers a more comprehensive offering of sampling solutions than Neff.

Our creative sampling solutions increase brand awareness and market share by uniquely packaging product samples for targeted distribution.

Our experience with leaders in the CPG industry have helped create success stories for product launches and promotions in both direct-to-consumer and indirect or influencer channels.



Consumer Sampling

Studies have shown that consumer sampling that includes a product trial can:

- Double consumer response rates.
- Attract new consumers and regain consumers who have strayed from the product.
- Build product loyalty. Up to half of newly sampled consumers will still be using the product six months after the promotion.
- Educate consumers about a new or reformulated product.



Influencer / Professional Sampling

Consumers look to doctors, dentists, beauty-care specialists, as well as other professionals for product recommendations. Our solution for Crest Whitestrips is just one of our successful professional influencer packaging programs and is a classic case study on the impact a professional endorsement can give a new product launch or promotion.



Retail Sampling

Our production and design capabilities are well known when it comes to attaching premiums for effective distribution. We are experienced in:

On-packs

Attaching a different premium product to the exterior of the base product as an added value, helping to promote cross brand awareness or loyalty.

Muti-packs

Distributing multiple products in one package via sleeves, boots or other carton designs that provide incentive to the consumer to purchase a combination of either the same or different products.



Neff tackles your business challenges with solutions

With 50 years of experience in the packaging industry, our high quality creative designs can differentiate you from your competition while increasing your margins.

Our attention to quick turnarounds, and the ability to reduce production costs downstream, translates to increased profitability for you!

■ Display Programs

Very few in the industry have the experience that Neff does when it comes to displays that set-up quickly, effectively, utilize shelf or counter space, and move product faster.

Counter Displays

For special promotions that are designed to hit the consumer as an impulse buy at or near the point-of-purchase.

Point-of-Purchase Displays

To attract attention to your product in tight or prime shelf space. Gravity feed units, brochure holders or mini power wings are great ways to have your product seen by your target customers.

Hangers

When your product needs to maximize its visibility when placed on peg hooks and withstand the challenge of continual consumer inspection of your product.



Neff has proven solutions to help you with ...

- Increasing Market Share
- Increasing Profit Margins
- Increasing Speed-to-Market
- Designs that Differentiate

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