



DATZ.com
MUSIC LOUNGE

- Case study

30th October '08 saw one of the most exciting developments in the music download industry in recent years, Datz Music Lounge was about to be launched. An online music download store and community website, Datz was the first 'all you can eat' music download service that let users copy tracks to any device with no strings attached, members could download as many tracks as they wanted over the course of a year for a one off cost.

The brief

There was an immense time pressure to get this revolutionary product into the marketplace prior to Christmas '08. Such a premium product really needed to stand out in the retail environment and such a high impact launch required complex bespoke packaging that could also be turned around in record time.

The solution

Beacon made it happen! Beacon developed the brief and delivered a beautiful box with matt lamination, foil blocking, closed cell foam inlay, a 16pp booklet and sleeve at über speed ensuring that our client Datz was able to start fulfilling orders from day one.

Our Client P. Heery, Marketing Manager for Datz said:

"We had to make this premium product look the part and we needed it quick. This meant we needed to find a supplier who could turn around outstanding quality work within what most people would deem a ridiculous deadline. In cases like this, the phrase "if anyone can, Beacon can" is uttered here.

It's not often you find such a supplier who consistently goes the extra mile, copes with ever changing briefs and manage to deliver work to a consistently high standard within such a short timescale and for the right price. Beacon Graphics are one of the most reliable suppliers I've ever had the pleasure to deal with."

What can Beacon do for you?

From business cards to POS boxes we can help make your business, product or service really stand out from the crowd.

Call us for a chat [01628 485555](tel:01628485555)

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