

High-quality printed packaging for Prima Cheese's global reach

Prima Cheese is a leading cheese processing company based in County Durham. Established in 1996, the business has grown into one of the UK's largest cheese processors, supplying bespoke cheese solutions to foodservice, manufacturing, and export markets across more than 55 countries.

As a family-owned business with decades of expertise and a strong heritage at its core, Prima Cheese creates custom blends and formats designed to deliver the perfect performance - from melt and stretch to flavour and functionality. The business uses hundreds of thousands of cases per year across multiple print variants and continues to expand its operations. To support this growth, they needed high-quality, customisable packaging they could truly rely on.

'Grate' expectations

Prima Cheese was already working closely with our Smurfit Westrock West Auckland team, and when the need for more versatile packaging arose, the team at Display UK (part of the Smurfit Westrock Group), offered to assist with digital printing solutions.

One of the hurdles that the brand faced was a minimum order quantity of 2,000, which made it tough to order smaller, seasonal, and limited-edition packaging. Also, high printing plate costs left them unable to quickly customise packaging for promotions and regional variants without a hefty commitment.

With ambitious plans for growth, digital printing provided the perfect solution, enabling them to better engage with their end customers, and streamline their packaging for global exports. Our team got right to work, ready to take their packaging solutions to the next level.

Say cheese! Eye-catching printed packaging

As part of their ongoing commitment to innovation, Prima Cheese introduced QR codes across their packaging to strengthen brand engagement and communication with end users. This initiative formed part of their wider in-house marketing and packaging strategy, developed to maximise the potential of digital print technology. The QR codes allow for dynamic, regularly updated content - from promotions and seasonal offerings, to custom messaging and limited edition runs. For their export business, digital printed packaging also enables Prima Cheese to easily regionalise designs, print in multiple languages and meet diverse regulatory requirements across global markets.

By moving to digital printing, Prima Cheese has swapped from standard to high-quality printed packaging. Unlike traditional designs that tend to use only two to four basic colours, digital printing allows for colourful, detailed images that make the product stand out and appeal to customers. It adds a premium feel to the packaging, reflecting Prima Cheese's high-quality products and commitment to customer satisfaction.

Printed packaging that covers all bases

Digital printing provides Prima Cheese with the flexibility to order smaller quantities, which is often not an option with traditional printing methods that demand larger runs. This advantage allows them to incorporate multiple print variants into a single order, giving them the ability to tailor their packaging for different markets.

By adjusting their packaging designs more frequently, they can stay responsive to market trends and consumer preferences. This flexibility also helps them manage their inventory more efficiently and reduce waste, making it a win-win for both the planet and Prima's bottom line.



Ernest Opoku, Head of Marketing at Prima Cheese said:

“Smurfit Westrock's digital printing solutions have not only given us the flexibility we need to support our growth across global markets - it's given us far greater creative freedom in how we present our brand. We can now tailor our packaging for different markets, campaigns, and customer needs - without the limitations of traditional print runs. It's become an extension of our marketing strategy, allowing us to bring our brand to life in new and engaging ways.”

Adam Brown, Sales Director at Smurfit Westrock reflects:

“Working with Prima Cheese has been an exciting journey. Their commitment to innovation and customer satisfaction aligns perfectly with our approach at Smurfit Westrock. By providing a flexible, high-quality digital packaging solution, we've helped them streamline their operations and enhance their global reach. It's been rewarding to see how our collaboration is helping their growth and success.”

With Smurfit Westrock's innovative digital printing solutions, Prima Cheese is not only enhancing its brand's global appeal but also positioning itself for a future of continued growth and success - proving that, with the right packaging, the sky's the limit for this industry leader.

Get in touch today to find out what digital printing can do for your brand.

For more information visit smurfitkappa.com