

Case study

Rexam

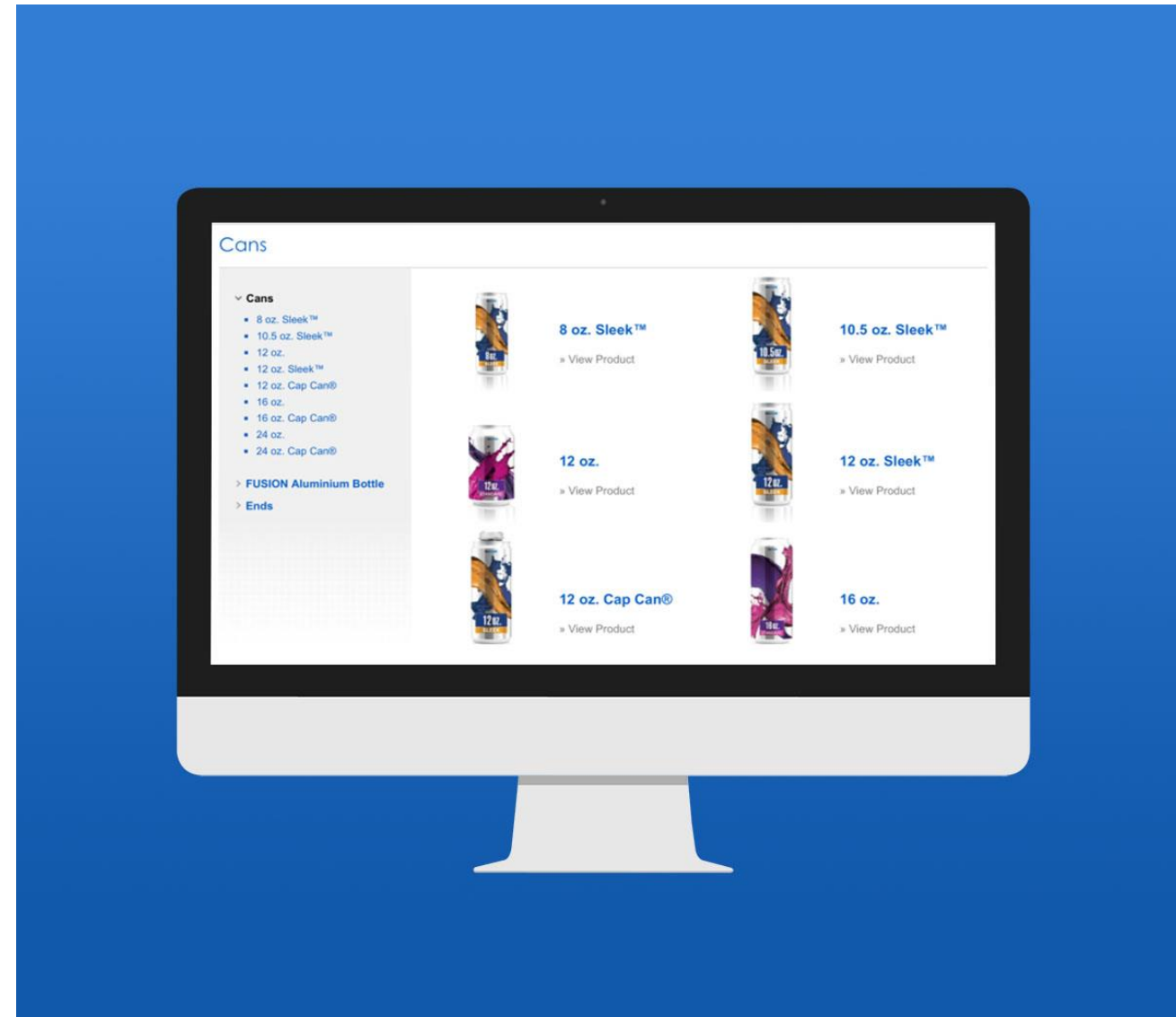
webpac

CASE STUDY

Rexam

Webpac worked with Rexam from 2000 until its takeover by Ball in 2016. Webpac was initially tasked with generating online exposure through its Webpackaging portal and this led to Webpac being contracted to build the digital catalog infrastructure worldwide for all sectors including beverage cans, beauty, and pharmaceutical products.

The Rexam catalogue site was hugely successful, generating thousands of leads for Rexam, and coming up on page 1 of Google for the search term "330ml can", clearly positioning Rexam as the leader in their space. Webpac developed other systems for Rexam including its online Media Library and other internal systems. The project demonstrated the extraordinary service that Webpac can provide to a fast changing public company with high levels of security and data integrity.



Say hello!

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