

GOLD COAST, AUSTRALIA, October 02, 2013 **/24-7PressRelease/** -- Gold Coast based packaging solutions company Weltrade has created the packaging for a new range of maternity and baby care products for one of Queensland's best known medical icons.

Mater Mothers' Hospitals, who operate seven hospitals, a medical research institute, pathology and pharmacy businesses, commissioned Weltrade to design and produce the containers for its body balm, baby wash and moisturiser range.

Weltrade director Steve Welsh says the contract was a major coup for the company as it was able to showcase a number of its skills and services to deliver the packaging solution.

"Mater Mothers is a very worthy organisation who wanted to create a range of products which drew from their years of expertise and experience to help new mums," Mr Welsh says.

"Weltrade was brought in to develop the best packaging solution to ensure the health services operator maintained its well-regarded reputation through the new product range.

"We were able to not only advise on the best type of packaging, but secure its production and manage the process from end-to-end."

The brief included designing packaging with a stable base for change tables, a single-handed operation with a grip for ease of use, and a good shelf presence to display the brand.

Mater Health Services Director of Women's Health Services Maree Reynolds says the launch of the range is an exciting step towards bringing the highly regarded Mater brand into people's homes.

"Mater Health Services has a long-standing history of providing exceptional care to mothers and their babies in hospital and these products are a natural progression enabling us to continue this care into the home," she says.

Gold Coast Company Helps Packages Medical Icon's New Product Range

Written by Australian Business

"These products are unique in the market place as our midwives have offered their expert opinions to ensure they are of the best quality for mothers and babies."

Weltrade was established in 2005 by Mr Welsh after over a decade's experience in the plastic injection moulding and extrusion industry.

The company now consults to a number of national and international brands including Schwarzkopf, Miranda Kerr's Kora range, and A.S.A.P. Skin Products.

Mr Welsh says many companies think that packaging can easily be brought off the shelf out of countries like China, but what most fail to realise is the expertise required to ensure what's inside the container is compatible with its packaging.

"You can have the best product in the world, but if the packaging isn't right then it just won't sell," Mr Welsh says.

"I see the same mistakes being made all the time, with people trying to do what is essentially a technical task without the knowledge or skills.

"The biggest mistake is putting a product in a plastic container only to find it's not compatible and the product ends up spoiling, or buying online or through a broker only to find what arrives is totally different to what was expected.

"A lot of companies can go bust through these mistakes as their inventory is wrecked, they have nothing to sell and they still owe money for the order."

All Mater Mother's products are available online at matermothers.org.au and at selected pharmacies with all proceeds going to Mater Little Miracles to help support specialist life-saving care for seriously ill and premature babies at Mater.

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Established in 2005, Weltrade Packaging provides personal care packaging to skin and beauty product manufacturers.

Located in Queensland and supplying the Australian and overseas market our staff have over 15 years of experience in the design and supply of plastic packaging.

Their range includes tubes, jars, bottles, sprays, pumps, labels, airless serum pumps and more.

With offices in Queensland Australia and Hong Kong, Weltrade Packaging offers personal service and will assist in any way possible to ensure you have all the information to make the right decisions for your project.