

## **Wingman chooses M&H to package its new range of Shower Gels**

Wingman, the iconic male toiletries brand, has adopted the new foil wrapped tubes from M&H Plastics, part of the RPC Group of companies, to present its latest range of shower gels. Stu Jolley, (Founder) of Wingman wanted to create a striking package to reflect their approach and encourage men to engage with the brand. Using the metallic finish coupled with the hard- edged graphics and bold typography certainly achieves this effect.

Unusually for this category, the British made product donates a proportion of its sale price to charity: in this case, Help for Heroes. Jolley is foursquare behind this idea having seen the good work that the charity does. The identity with the brand could not be more appropriate as well. Jolley has built the business on credibility and innovation but the emphasis is on helping men look, feel and be better through high quality products that resonate with their lifestyle and needs. "We are a motivational brand, challenging the norms and enabling men to adopt a regime that is specifically for them."

On working with M&H, Jolley says, "I wanted to work with a reliable company that really know what it is about. M&H gave me that. In the tradition of the Wingman that always "has your back covered" M&H were able to provide that support and reliability."

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