

# Complete Acuity Inc. Launches New Service to Simplify Packaging Transitions for Consumer Packaged Goods Companies

TORONTO, ONTARIO, CANADA, March 12, 2025 /EINPresswire.com/ --

Complete Acuity Inc. is transforming the way consumer packaged goods (CPG) companies manage packaging transitions, offering a seamless

solution to one of the most challenging aspects of product management – updating and transitioning to new packaging.



For CPG companies, packaging updates are inevitable. Whether due to brand refreshes,

“

I had the pleasure to work with Complete Acuity on the restaging of four national brands simultaneously. Their ability to ramp up quickly, develop and execute an implementation plan was outstanding.”

*BL, Retired Unilever  
Innovation Manager*

regulatory changes, reformulations, a simple address update due to an acquisition, or the launch of innovation. The management of packaging components, while minimizing write-offs and maintaining launch dates, is difficult for manufacturers both large and small. Common issues that occur during this change include conflicting priorities among cross-functional departments often leading to missed deadlines, costly write-offs, and production inefficiencies adding significant strain on internal and external resources.

Complete Acuity specializes in managing seamless packaging transitions with companies, ensuring that

artwork updates are completed accurately and on time. Through taking the brand lead role for marketing teams, collaborating with cross-functional departments, and overseeing the entire process from start through final printer file delivery, Complete Acuity acts as an extension of the company’s team by bringing efficiency, expertise, and peace of mind to every CPG transition.

Key benefits of Complete Acuity’s packaging transition service include:

- Dedicated resources to manage packaging transitions seamlessly
- Coordination of all artwork changes across teams
- On-time delivery of packaging artwork

- Reduced risk of costly write-offs and missed deadlines

With extensive expertise in packaging transitions, Complete Acuity is positioned to support brands through their next package transition.

#### Testimonials:

Randi Hesman, Founding Partner, TOAST

"We highly recommend Complete Acuity. I am confident that Complete Acuity's approach will lead to efficiencies in cost and timing and help create a positive and motivational working experience for all involved".

JC, Supply Chain, Unilever

"What really sets Maureen apart is her commitment to going above and beyond and providing extra information and details to ensure the transition is seamless. Complete Acuity's proactive approach anticipates challenges before they arise, saving time and resources".

Complete Acuity – Your Trusted Partner in Packaging Transitions.

About Complete Acuity Inc.:

Complete Acuity Inc. was founded by a former brand manager with experience overseeing countless packaging transitions. Witnessing first-hand the strain packaging transitions put on internal and external cross-functional teams, she recognized the opportunity to offer artwork management expertise to the industry. Complete Acuity actively partners with clients to facilitate on-time packaging refreshes. For more information, visit [completeacuity.com](https://completeacuity.com).

Media Contact:

Allison Penton

Tuckamore Communications

+1 778-789-7784

[allison@tuckamorecommunications.ca](mailto:allison@tuckamorecommunications.ca)

Maureen Dollard

Complete Acuity Inc.

+1 416-984-8355

[Maureen@completeacuity.com](mailto:Maureen@completeacuity.com)

Visit us on social media:

[LinkedIn](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/791512851>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable

in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.