



WK360<sup>o</sup>

## Protecting trust at scale

Boots imagery and packaging showcase

In partnership with *Boots*



# A stronger way to work

Boots is a brand built on reliability and trust.

From everyday healthcare products and medicines to beauty and wellbeing, Boots products are relied upon daily. That consumer trust is reinforced through consistency and reliability – what customers see on shelf, online and in-hand needs to feel accurate, familiar and dependable every time.

Behind the scenes, that consistency is hard won. With thousands of products, multiple categories and strict regulatory requirements, even small inconsistencies can undermine confidence.

WK360 works alongside Boots to help protect that trust, supporting the brand with the care, expertise and structure needed to deliver packaging accurately, at scale, day after day.



## The challenge

For a brand the size of Boots, scale is constant – and unforgiving.

New product development is frequent, product ranges evolve continuously, and adherence to regulatory requirements is non-negotiable. At the same time, the brand must remain visually consistent across physical stores, e-commerce platforms and marketing channels.

Boots needed a partner who could operate calmly and flexibly at this level of complexity – someone trusted to take responsibility for the detail, so the brand could continue to move forward with confidence.



# How we support Boots

WK360 acts as an extension of the Boots team, supporting the brand across packaging artwork, imagery creation and delivery. Our role is to bring clarity and control to a complex environment, ensuring the brand shows up consistently wherever it is experienced.

This support spans creative interpretation, production accuracy and disciplined delivery - always with the end customer and regulatory context in mind.





# Packaging as a point of trust

WK360 supports Boots across large volumes of packaging artwork, managing updates, amendments and approvals with care and precision. Every pack must be accurate, compliant and visually consistent with the wider brand, whether it's for a daily essential or a specialist product.

By introducing structured workflows and a single source of truth, we helped reduce risk and remove friction, allowing updates to be delivered efficiently without compromising accuracy or brand integrity.





Boots  
**Soltan**  
kids  
Protect & Moisturise  
Suncare Spray  
UVB VERY HIGH SPF UVA ULTRA  
**50+** UVA ULTRA  
Immediate protection  
Gentle & caring formula  
Extra water resistant

Boots  
**Soltan**  
kids  
Suncare Roll On  
UVB VERY HIGH SPF UVA ULTRA  
**50+** UVA ULTRA  
Extra water resistant  
50 ml e

Boots  
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Protect & Moisturise  
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UVB VERY HIGH SPF UVA ULTRA  
**50+** UVA ULTRA  
Immediate protection  
Gentle & caring formula  
Extra water resistant  
250 ml e

Boots  
**Soltan**  
kids  
Suncare Stick  
UVB VERY HIGH SPF UVA ULTRA  
**50+** UVA ULTRA  
Extra water resistant  
25 g e

Boots  
**Soltan**  
kids  
Protect & Moisturise  
Suncare Lotion  
UVB VERY HIGH SPF UVA ULTRA  
**50+** UVA ULTRA  
Immediate protection  
Gentle & caring formula  
Extra water resistant



## Imagery that customers can rely on

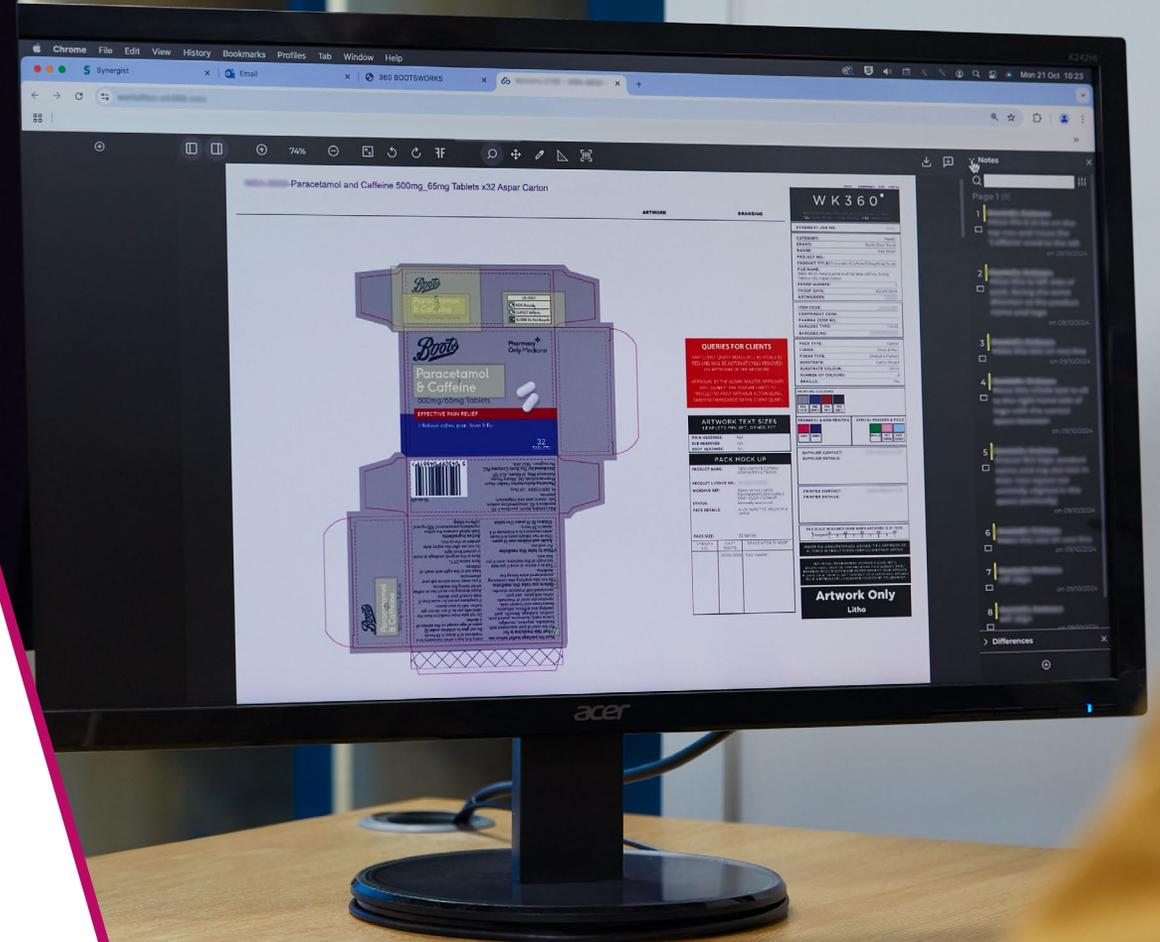
Imagery plays a critical role in how customers understand and choose Boots products. WK360 creates and manages product imagery that is colour accurate, consistent and fit for use across packaging, e-commerce and marketing channels. Every image is balanced, reviewed and approved before release, ensuring what customers see online reflects what they find in store.

This disciplined approach builds confidence internally for Boots' teams, and externally for customers making everyday purchase decisions.

# Quality through accuracy and control

For Boots, quality is protected through accuracy, consistency and disciplined control. WK360's role is to ensure that every piece of packaging artwork and imagery is delivered to the same exacting standard – compliant, colour-accurate and brand-right – before it reaches production or goes live across digital channels.

By managing detail rigorously, we help reduce risk. Boots' teams can move forward with confidence, knowing that what is approved is accurate, consistent and ready for use across the brand outlets.







## Managing complexity at scale

At the heart of Boots' packaging and imagery operation sits the need for control.

To support this, WK360 built 360Works – a bespoke system designed to help Boots manage large volumes of SKUs and associated assets in a clear, structured way. The system provides visibility across products, versions and approvals, allowing teams to understand what exists, what's in progress and what's approved at any given time.

360Works helps Boots maintain order in an environment where change is constant. It reduces duplication, supports accurate version control and enables multiple stakeholders to work confidently within the same framework.



# Delivery at scale

With thousands of assets in circulation, control is essential.

WK360 ensures all approved artwork and imagery is managed, stored and delivered in a structured way, so the right version is always used in the right place. This reduces duplication, avoids confusion and gives Boots' teams confidence that what is live is accurate and up to date.

Our role is to absorb complexity, allowing the brand to operate at pace without sacrificing consistency or compliance.

**“WK360 performance has been strong for a long time and been instrumental in supporting the new Boots Brand Strategy.”**





# POWERFUL CREATIVE SOLUTIONS FOR AMBITIOUS BRANDS

MARKETING • IMAGERY • PACKAGING



MARKETING

IMAGERY

PACKAGING



## The outcome

By working with WK360, Boots benefits from a delivery model built around trust and reliability.

- Packaging and imagery delivered accurately at scale
- Reduced risk across regulated product categories
- Faster turnaround without loss of control
- Greater confidence across internal teams

Most importantly, customers experience Boots as consistent, dependable and easy to trust - wherever and however they engage with the brand.

W K 3 6 0

Marketing Imagery Packaging

**Launch fast**  
**Launch at scale**  
**Launch with ease**

***Always on brand.***