

WK360

# Faster product imagery with less fuss

English Provender CGI showcase

In partnership with



# A Need for Smarter Workflows

The English Provender Company has built its reputation on creating flavour-packed products made with quality ingredients, that help people prepare and enjoy healthier meals with less effort. With well-loved brands including Newman's Own and Very Lazy, maintaining consistent, high-quality product imagery is an important part of ensuring their brands are presented across retail and e-commerce channels.

When their existing image production process became slow and inflexible, the team needed a partner who could deliver the same accuracy, but with greater speed, flexibility and far less management.



Current  
photography

CGI

## The challenge

Creating CGI product imagery for multiple SKUs sounds straightforward, and it can be – with the right partner.

English Provender needed product imagery that was consistently accurate and easy to update as ranges evolved. However, their existing supplier wasn't giving them the responsiveness they needed. Waiting for the final product to be manufactured and shot meant that image creation had become a slow, process-heavy task that placed unnecessary pressure on the marketing team and delayed getting new assets into market.

Imagery was shot as it arrived, which could sometimes be weeks, even months apart. The process of rebuilding sets, readjusting lighting, backgrounds, placement and space meant that inconsistencies could very easily occur between images that should have been joined up and consistent.

Just like their own products, they wanted a simpler way of working, with less faff and better outcomes.



# How we support English Provender

WK360 developed a library of high-quality master blank CGI product models covering the full range of pack shapes across the English Provender portfolio.

Once those master blanks were created, new product imagery could be produced simply by applying the latest approved artwork and content imagery to the correct pack shape. Rather than recreating products from scratch every time, the process became fast, repeatable and highly accurate.

The result was a much more flexible workflow that made updates quick and straightforward while maintaining exceptional image quality throughout.

Most importantly, the process removed a significant amount of work from the client's team. Instead of chasing for imagery and navigating lengthy production cycles, they had a trusted partner who understood the products, delivered quickly and got it right first time.

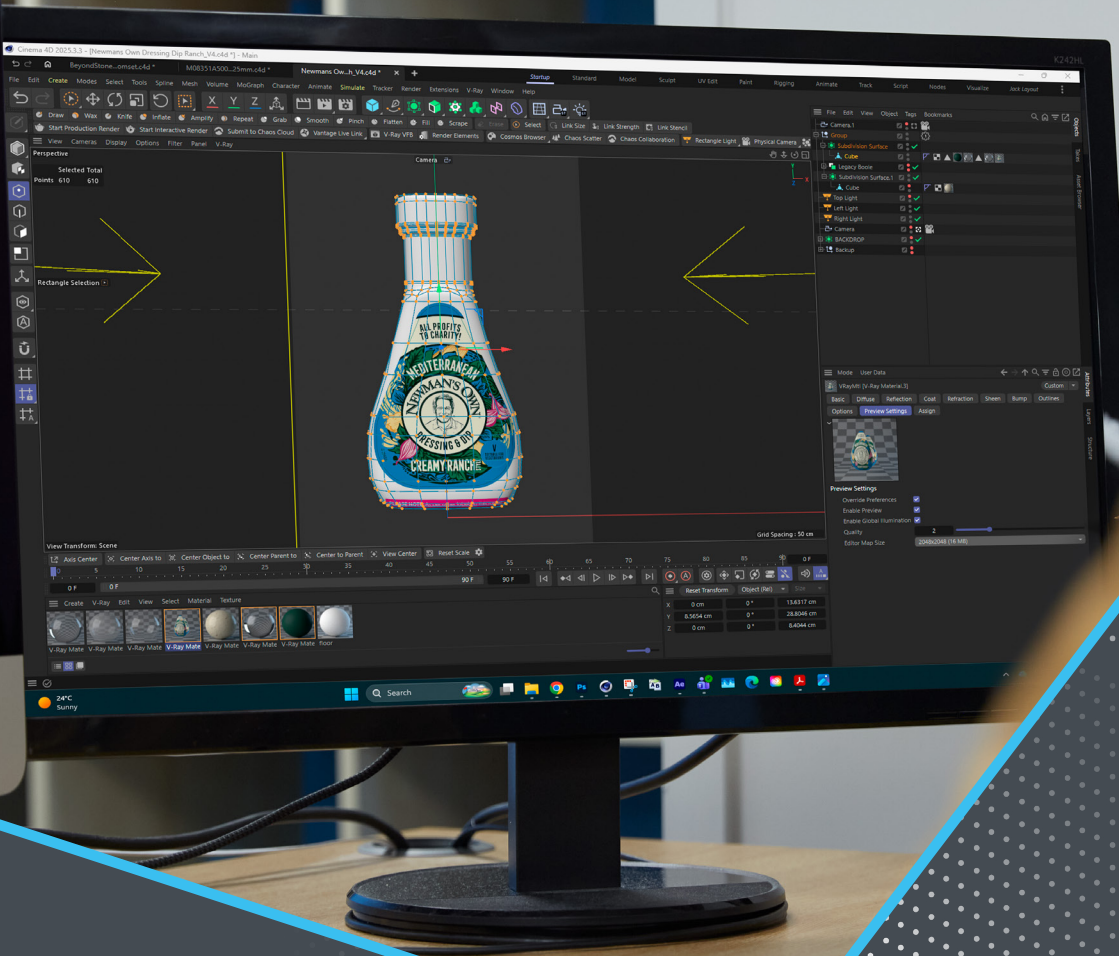


# A better way of working

By understanding the product range and establishing reusable master assets, WK360 became an extension of the English Provender marketing team, providing a reliable production process that could easily flex as products changed or new variants were introduced, which was incredibly important for seasonal variations and limited-edition ranges.

The team no longer had to wrestle with a rigid system or lengthy lead times. They simply briefed the work, and we handled the rest.





# The consistency of CGI

Switching to CGI from photography gave English Provender a greater range of control to maintain the consistency of their images. Their photographed imagery was shifting slightly between shoots over time – a little more shadow here, or a lighting adjustment there, and they were left with a range of products which were supposed to be cohesive but felt disjointed.

CGI, by comparison, gave complete control over those environmental factors, and producing an identical image six months down the line became as easy as opening a file. Not only were the product models identical, but the lighting, angles, space and shadows could be recreated exactly, removing those subtle but telling inconsistencies which could erode customer trust and purchasing decisions.





# Making products easier to shop

With a master CGI image library approved, we could then assist English Provender with image optimisation for their e-commerce outlets.

Smaller images and thumbnails can be difficult to read, and with identical pack shapes, products from the same range can be easily misidentified.

Working with the approved masters, we refined the assets to prioritise the information customers need most when purchasing online. Any non-essential elements were cleared away to give key details greater prominence.



# The outcome

For English Provender, the biggest improvement wasn't simply faster product imagery, it was having a production partner that they could rely on and who made the whole process easier.

By replacing a slow, inflexible workflow with reusable master assets and a responsive service, WK360 helped deliver accurate, high-quality imagery with minimal effort.

Sometimes the best creative solution isn't the most complicated one; it's the one that works for your team, removes the headaches, and lets your brand flourish.



WK360<sup>•</sup>

Marketing Imagery Packaging

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

***Always on brand.***