



The Spearhead Group Announces Opening of East Coast Innovation Center

– Leader in packaging, Spearhead launches new Innovation Center in Yardley to host clients and support growth in the spirits, food, beverage & beauty sectors –

January 16, 2020 (Yardley, PA) – The Spearhead Group has announced the opening of their new East Coast Innovation Center in Yardley. A leader in packaging innovation for spirits, food, beverage and beauty brands, The Spearhead Group delivers customized solutions from creative brand design to manufacturing through a full suite of Physical Brand Enhancements™ that enable clients to stand apart from the competition. The result: a proprietary packaging process and unparalleled relationships that ensure the execution of high-value business and brand-building goals for each client. In the past 6 months, The Spearhead Group has expanded their reach with new Innovation Centers in the Louisville market and now on the East Coast to provide direct customer service to the dynamic packaging industry. This week marks the second-year business anniversary of the company.



“Packaging ranks high as one of the most important business investments for our clients and we are committed to delivering a full suite of options from maximizing manufacturing efficiency to high-impact bottle design,” says Heather Fritzsche, Co-Founder and CEO of The Spearhead Group. “Our new East Coast Innovation Center in Yardley is inspired by our successful launch in Louisville and allows us to expand our customer service footprint with a hands-on immersion into the packaging process.”

By appointment only, The Spearhead Group East Coast Innovation Center is based in Yardley, Pennsylvania, and is readily accessible from major metro areas such as New York. Technical, marketing and procurement teams are invited to schedule custom workshops with Spearhead’s East Coast team.

To launch the innovation center, Spearhead [Pioneers](#), a group of best-in-class innovators from around the globe, joined the Yardley team to lend their production expertise from glass to sustainability, luxury packaging and decorative arts. They included: Acuity PLS (Kentucky); Vitro (Mexico); TPC/Greener Planet, LLC (Tennessee); Curtis Packaging (Connecticut); Apholos (Argentina); The Signature Glass Company of Paşabahçe (Israel, Egypt and Turkey); SigmaQ (El Salvador); Package Development Co., Inc. (New Jersey); and Techcentrix (California). [Click here](#) to view photos from the launch party.

Prospective customers of The Spearhead Group on the East Coast can connect with Lana Toler, Innovation Advisor, by email, lanat@thespearheadgroup.com, or phone, 502-439-5065; or Robert Catalano, President, by email, rcatalano@thespearheadgroup.com, or phone, 215-769-9008. For more information about The Spearhead Group worldwide, including interview requests, please contact Helen Gregory, helen@gregoryvine.com or Amanda Davis, amanda@gregoryvine.com.

About The Spearhead Group

A leader in packaging innovation for spirits, food, beverage and beauty brands, [The Spearhead Group](#) delivers customized packaging solutions from creative brand design to manufacturing through a full suite of Physical Brand Enhancements™ that enable clients to stand apart from the competition. Founded in 2018 by Heather Fritzsche, CEO, and Robert Catalano, President, the Spearhead team brings more than 50 years of collective experience enriched by Pioneer Partners around the world. The result: a proprietary packaging process and unparalleled relationships that ensure the execution of high-value business and brand-building goals for each client. Headquartered in Pennsylvania, The Spearhead Group manages a client-facing Packaging Innovation Center in Louisville and a production center in China. The Spearhead Group is a certified Women’s Business Enterprise (WBE), member of Women of the Vine & Spirits, and actively supports diversity suppliers. Follow The Spearhead Group on LinkedIn ([@spearheadgroup](#)).