

## Becoming a Recognized Name in Cannabis Packaging Through Strategic PR

### Organization's Background

LeafyPack specializes in a comprehensive range of automated cannabis packaging solutions for the legal cannabis industry, from pre-roll automation, jar filling, and bagging to labeling, cartoning, and case packing.

### Objective

LeafyPack sought PR services to enhance brand awareness, increase exposure, and establish credibility in the cannabis packaging space. The company needed a partner who could strategically position them in the right media outlets while effectively communicating their story in a way that was engaging, newsworthy, and non-salesy.

### Featured in:



BENZINGA

Rolling Stone

PACKAGING STRATEGIES

CEN  
CANNABIS EQUIPMENT NEWS



cannabis & tech  
today



Packaging  
TECHNOLOGY TODAY

### Results Generated



14.9M

total online coverage views



50+

media placements in 9 months



36.2k

coverage views on social



386.6M

total monthly unique website visitors to all publishing websites



Yasha Shamayeli  
Director of Marketing  
LeafyPack

"GLC's creativity and ability to think outside the box have been invaluable. No two media opportunities were the same, and each one was carefully crafted to showcase our business in a fresh and relevant way. Our work with Green Lane has undoubtedly strengthened our brand's presence and future business opportunities."

## The Challenge

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Before partnering with Green Lane Communication, LeafyPack faced several marketing challenges that hindered its growth. The company struggled with limited brand awareness and industry visibility, making it difficult to gain traction across major media channels. Additionally, LeafyPack lacked strategic storytelling opportunities to communicate its mission and value beyond product promotion. Finding a trusted and effective PR partner was also a struggle. “We hadn’t yet found a PR partner we truly trusted—someone who could deliver quality results and effectively convey the message we wanted to share,” said Yasha Shamayeli, Director of Marketing.

LeafyPack ultimately chose Green Lane Communication after recognizing its strong reputation in the cannabis industry. “I don’t think there are a lot of worthy competitors, you know, at least not to my knowledge,” continued Yasha. Several key factors influenced this decision, including Green Lane’s deep industry connections and proven track record with other cannabis-related businesses. A recommendation from industry contacts, including Cannabis Equipment News (CEN), further reinforced their confidence in the firm. Most importantly, LeafyPack trusted Green Lane’s ability to craft compelling, authentic narratives that would resonate with the right audiences. And they were right to do so.

## The Green Lane Communication Solution

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Since partnering with Green Lane Communication in April 2024, LeafyPack has achieved significant PR success, elevating its brand visibility and industry credibility. The company has secured placements in high-profile publications, including *Rolling Stone* and other leading cannabis industry outlets, reinforcing its authority in the space.

This media exposure has not only driven greater audience engagement but also increased traffic across digital platforms such as the company website, LinkedIn, and Instagram. **“GLC provided us with a platform to share our story and background, which is crucial when building high-level partnerships and long-term business relationships,”** said Yasha. **“People want to know who they’re working with and the faces behind the LeafyPack brand. The opportunities we were given allowed us to showcase that, strengthening our credibility and connections in the industry.”**

Green Lane’s strategic approach has also diversified LeafyPack’s PR efforts, incorporating long-form interviews, podcasts, and thought leadership content that have positioned the company as an industry leader. “Many of our current and future partnerships have been validated through our work with GLC,” said Yasha. “Being featured in *Rolling Stone* and other major publications has significantly enhanced LeafyPack’s image, ultimately contributing—both directly and indirectly—to greater business growth and long-term success.”