



TASTEFUL PACKAGING FOR TASTY PRODUCTS

The Healthy Box is a subscription service with exciting health food products delivered right to your door. A range of tasty products to pamper yourself with. The Healthy Box wanted to deliver their products directly to the customer.

THE CLIENT'S CHALLENGE

The previous assembly process was time consuming. The box took too long to assemble and closing it required too much manual work. In connection with the new product launch, the company saw an opportunity to improve the packaging and create a new unboxing experience.

ACTIVITIES:

The Healthy Box is a subscription service for health food products.

THE BRIEF:

New and improved package design.

PROJECT OBJECTIVE:

To improve brand position, optimise the assembly process and create a unique customer experience.



THEIR BOXES TOOK WAY TOO LONG TO ASSEMBLE AND CLOSING THEM WAS ALSO TOO DIFFICULT.



Antalis Expert

**SMART
PACKAGING
SOLUTIONS**

antalisTM

THE SOLUTION

We developed a smaller box that was easier to handle but was still able to contain a wide range of products. The new Peel & Seal solution simplified the assembly process and made the box easier to open. The entire box was given a new look with an attractively coloured exterior and print both outside and inside. The logo was visible from many angles and promoted the company effectively.



Services provided

SMART CONSULT

The assembly process was improved, which ensured a better bottom line.

SMART DESIGN

The box design was improved, with attractive print to heighten the customer experience.

The process

- Review of requirements
- Discussion of design and graphics
- Demonstration of prototypes
- Solution approved by the client
- Implementation

ADVANTAGES



BETTER CUSTOMER EXPERIENCE

Easier to open, printed personalised greeting on the inside created a unique unboxing experience and more loyal customers.



IMPROVED PACKAGING PROCESS

The Peel & Seal lock improved the assembly process and saved the company time and money.



GREATER VISIBILITY

The logo print improved visibility throughout the supply chain.