

HOW TO DEVELOP APPEALING AND SMARTER PACKAGING?



THE CHALLENGE

30,000! That's the number of flavour boxes Smakbox sends to its customers every two months. With the company's old solution, each box took 30 seconds to fold, which meant that thousands of boxes had to be folded in advance, resulting in large stockpiles of boxes in the warehouse.

That's why, the company would like a quicker and smarter solution.

THE ANTALIS SOLUTION

A quick-opening box that can be assembled in an instant. The new drawer solution, with two sizes, were better in 3 ways:

- + Easier to transport
- + Easier opening with no flaps to fold down
- + A more attractive box that creates a memorable unboxing experience

THE CLIENT

Smakbox, a subscription box service.

PROJECT CLASSIFICATION

- + Unboxing experience
- + Stock management optimisation
- + Personalised packaging

PROJECT OVERVIEW

Developing a bespoke box that is appealing and smarter to pack.



THE PROCESS

Using a clear framework, the Antalis packaging team worked to develop a solution:

- 1. Exploration** The team observed that the old box had two flaps on the inside, so any round products had to be packed at the end of each box - otherwise the box wouldn't close properly. Smakbox had to plan several weeks ahead for the folding and packing process, which made it difficult to change the range of boxes.
- 2. Propose** Antalis worked on a quick-opening box that can be assembled in an instant. The lid closes easily and neatly without any flaps getting in the way, and when opened, the contents of the box are revealed in an appealing way. Antalis first changed the folds and introduced a snap bottom to eliminate folding time.
- 3. Test** Once the new box solution had been developed, a small batch of test boxes were produced. This gave Smakbox the chance to see if the new box created any negative customer comments or raised any other issues that would require its design to change.

In the first batch, some minor adjustments were requested - for example, the green colour needed to be optimised. Smakbox then contacted Antalis, who quickly came up with an improved solution. By the second round of tests, all problems had been resolved.
- 4. Implementation** The next step was to incorporate Smakbox's new graphic identity onto the boxes - green sections mixed with a stylish grid pattern reminiscent of a classic tablecloth.

ADVANTAGES OF THE SOLUTION



TIME SAVING

The new profile boxes optimise the packing process, saving time and providing greater flexibility.



MEMORABLE BRANDING

We designed a unique packaging solution that reinforced Smakbox's branding and made it stand out from the crowd.



ENHANCED CUSTOMER EXPERIENCE

Easy opening, delicious contents and great colour printing make for a brilliant unboxing experience, and more loyal customers.

SERVICES PROVIDED



We designed a bespoke solution that was quick and smart to pack, and optimised stock management.



We designed attractive boxes, enhancing branding and offering a great unboxing experience.



Per Ingman, Managing Director & Founder, Smakbox

“ It was clear that we could both save costs and improve efficiency by finding a box that was easier to unfold and fill with goods. The new box is easy to close and allows us to pack much more efficiently. It is perceived as innovative and unique, and customers like it. It's all about surprise and anticipation when you open the box. It's a good overall solution that feels stylish, innovative and smart. ”

