

The Challenge

Before the packaging solution was discussed with Springpack, the team at John Lewis of Hungerford were using a large amount of bubblewrap to ensure their products arrived undamaged at the desired location.

Whilst this solution did provide a low damage rate, the presentation simply didn't match the quality of the item within.

The "Hassle Free" Solution

Following a series of meetings with Springpack, and where specific **samples were presented and discussed**, a solution was agreed upon – simply put, 3 bespoke cardboard wraps, that can be trimmed to size, and held in place with **eco-friendly, branded paper tape**.

As we all know, the storage of bubblewrap can often be difficult, due to the size of the product, and with the cardboard wraps all supplied flat-packed and palletised, this solution also offers a **space saving** too. Andy commented "The new packaging has allowed us to rationalise the amount of space required for storage, and given Springpack offer a service to **hold stock for us**, we're able to run really lean and call off stock for **next working day delivery**".

So, What's Changed?

The implementation of the cardboard wrap has allowed John Lewis of Hungerford to now present their items in packaging that is not only easy to store is **more environmentally friendly** and suitable for all manner of items, but it also now matches the **quality** of the items being delivered.

Perception is a hard thing to measure, but products leaving the warehouse are now packed in a manner that the team are happy with, especially as **the packaging is more environmentally friendly**.

**#furniture #fitout #retail #manufacturer #B2C #presentation
#cardboardwraps #printedpapertape #stockhold #eco #ecofriendly
#e-tape #dangriffiths #singlesite #cardboard #cardboardsleeve**

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