

Packaging for Online Retail

A Case Study for Beauty Pie

Weedon

Group

Customer Profile

Beauty Pie is the latest brand from Marcia Kilgore, the brains behind Fit Flops and Soap & Glory. Launched on 8th December and only available online, Beauty Pie allows its customers to buy direct from the same factories which supply the majority of make-up to well known luxury beauty brands – without paying marked-up prices.

The Problem

- Beauty Pie sells its products for significantly less than its competitors, although the products themselves are comparable. They therefore need to keep packaging costs to a minimum – without giving the impression that the contents are any less valuable than expensively packaged make-up.
- Since all sales are online, the packaging needs to withstand the rigours of the postal system.
- In line with its company ethics, Beauty Pie requires its packaging to be made of 50% recycled materials.



The Solution

- High quality printing on a glossy coated paper inside the postal packaging, to reflect the high value of the products.
- Robust structural design with double roll-over walls.
- Use of 50% recycled fibres for corrugated board manufactured in-house.

Additional Benefits

- The postal packaging reverses to show the printing inside, converting into an attractive gift box.
- The plain exterior does not attract theft in transit.



The Weedon Group – the UK's leading independent producer of Retail Ready Packaging

- The three companies in the Weedon Group work together to provide a complete packaging solution: in this case, i2i europe created the design, the coated board was produced on our own corrugator at Weedon Corrugated Products and the packaging was manufactured at Weedon PSC.
- Our designers have specialist knowledge of the different types of corrugated board, its characteristics and performance throughout the supply chain.
- We work closely with our customers and understand what they want to achieve.