

Modular Packaging for Online Retail

A Case Study for Patisserie Valerie

i2ieurope

Creative Solutions

Customer Profile

Patisserie Valerie first opened in London in 1926, the inspiration of Belgian-born Madame Valerie who was on a mission to introduce fine continental patisserie to the English. Her shop was an instant success and the brand expanded throughout the UK.

The Problem

Patisserie Valerie is developing its online retail market, particularly freezing and selling its products wholesale to other retailers.

The company needed to rethink its packaging for the distribution of cakes and other products in bulk. Its existing boxes were not strong enough to protect products in transit, and they did not fit the outer cases efficiently.



The Solution

- Our award-winning designers in i2i europe came up with a range of inner boxes which fit together in various combinations into the same outer case. We streamlined the sizing of both the outer case and the inner boxes to maximise space utilisation.
- We suggested replacing the solid board cake boxes with more robust corrugated inner packaging, to protect the cakes when shipped in bulk.

Patisserie Valerie was delighted with this modular approach and has adopted the new packaging in time for the Christmas rush.

Our structural design team has expert knowledge of the use of corrugated packaging materials and can find innovative engineering solutions for even the most demanding packaging problem. We also have an in-house testing facility so we can check that the boards we recommend will stand up to the demands they will face.