

Eggs in Transit

A Case Study for Mindful Chef

Weedon

Packaging Solutions Centre

Customer Profile

Mindful Chef operates as a health-focused food box company, distributing vegetables, chicken, fruit and other recipe ingredients – including eggs – to arrive on the nation's doorsteps every week.

The Problem

Until recently, each egg was individually packaged in a plastic container and then inserted in the delivery box with the other ingredients. But customers were reporting significant breakages in transit.

The company needed packaging that would guarantee its eggs would arrive undamaged. It also wanted to switch to recyclable, sustainable packaging instead of plastic, which would be more in line with its health-conscious ethos.

Mindful Chef had advertised a launch date for new egg packaging but the company was faced with an unexpected technical hitch with the packaging that stopped the project moving forward. After working on the project for a year, Mindful Chef then had less than a week to find an alternative.

The Solution

Weedon PSC's talented structural designers!

The team developed innovative one-piece packaging, made from 100% recyclable corrugated cardboard, which holds each individual egg in its own cushioned box to protect it perfectly during transportation. And they did it in time to meet Mindful Chef's launch date.

- Manufactured from eco-friendly corrugated board from sustainable sources – lightweight, compact and robust
- Clever design for quick assembly
- Because eggs do not come in identical shapes and sizes, flexible cushioning for a snug, secure fit

The Benefits

- Speed of delivery – Weedon PSC received the enquiry from Mindful Chef on a Thursday. By Tuesday the following week the new packaging had been designed and a trial production run of the first 5000 individual egg boxes had been manufactured and delivered. The client feedback has been extremely positive and so far the trial has proved 100% successful – not a single egg was reported as having arrived broken.
- Great customer service – Weedon PSC also visited Mindful Chef's recipe box packers to demonstrate how to assemble the boxes and ensure the launch went smoothly.



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