

# Posting Bottles – Safe in Transit, Safe for the Environment

## A Case Study for Flexi-Hex

Weedon

Packaging Solutions Centre

### Customer Profile

Flexi-Hex was founded by brothers, Sam and Will Boex, who recognised the impact that single use plastic was having on the marine environment. Their passion for surfing and their personal experience of transporting boards around the globe inspired them to create a sustainable packaging sleeve for the board sports industry.

Since then Flexi-Hex has expanded and now also develops sustainable packaging solutions for a range of market sectors including board sports, drinks, automotive products, homeware and lighting.

### The Problem

Flexi-Hex was looking for outer boxes to complete its new Eco Bottle Packaging Kit, an innovative solution for the safe shipping of individual bottles via courier or through the post. Bottles are first wrapped in a Flexi-Hex sleeve which expands to form an impact-resistant protective honeycomb layer around the bottle. This is then inserted into a postal box.

The company needed an outer box which would be quick and easy to assemble. It had to be adaptable for various sizes of bottles and to hold them safe and secure in transit. In line with the company's core policy of environmental protection, the boxes had to be 100% recyclable and manufactured from sustainable sources.

### The Solution

A self-sealing pinch-top postal box, which protects the bottle by suspending and preventing movement during transportation.

- Manufactured from eco-friendly corrugated board – lightweight, compact and robust



- Clever design for quick assembly, including a fold-in cushion to support the base of the bottle and flaps for closing
- A pinch-top to lock the bottle in place for a snug, secure fit for bottles of differing sizes
- 'Peel & seal' tape for easy closure

The design has been adapted to provide Bottle Packaging Kits in three sizes, for the shipment of one, two or three bottles at a time.

### The Benefits

This solution delivers significant benefits throughout the supply chain including:

- Streamlined packaging system with easy box assembly
- One packaging kit suits many sizes of product
- High level of protection reduces breakages
- Compact design reduces materials used
- 100% sustainable and recyclable with no plastic anywhere in the packaging
- Fully customisable with company branding on the outside of the box
- Attractive packaging adds value to the product