

Smart Solution - Top Story

flaconi

Find your beauty. Everyday.

In Germany flaconi is one of the leading online shops for beauty products and offers an unrivalled range of over 720 brands and 45,000 products.

THIMM has developed shipping packaging for flaconi for its beauty products which includes an integrated flexible tray made from corrugated cardboard to fix the products in place during transportation. The packaging also acts as a brand ambassador through an additional insert which communicates directly with the target group, inspires them and in turn creates an emotional unpacking experience.

"Our objective was to switch to a packaging solution that provides shatter-proof shipping without any use of bubble wrap. Working together with THIMM we have developed outer packaging that is ideal for conveying our brand messaging, considerably improves our customers' unpacking experience, and is also made 100% from recycled materials."

Steffen Christ, COO flaconi



flaconi

Steffen Christ, COO flaconi



CUSTOMER BENEFITS

Benefits of the flaconi packaging as an active brand ambassador

- » A flexible tray fixes the different product sizes in place
- » A flexible tray made from corrugated cardboard is a more environmental alternative to bubble wrap
- » An additional product fixing mechanism with a height-adjustable raster insert
- » The digitally-printed raster insert is an ideal advertising surface for flexible and customised printing for seasonal campaigns
- » The raster insert is the first attention-grabber when opening the flaconi packaging and creates an unboxing experience which communicates with the customer individually at an emotional level
- » A self-adhesive seal ensures that flaconi packaging is processed quickly in the packing process
- » Fast and user-friendly opening of the flaconi packaging with a tear strip



YOUR CONTACT AT THIMM



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