

CASE STUDY



Client



Golden Technologies

Problem

Golden Technologies manufactures lift chairs, power wheelchairs and scooters. Their products are by no means cheap, and they were experiencing damage to their product due to faulty boxes crushing during overseas transport.

Solution

Taking into account the amount of weight that these boxes had to accommodate, we designed new packaging with a unique paper combination that led to a durable box with greater strength, the use of less paper and a smaller footprint on the clients floor.

The new design is able to withstand overseas travel and prevent a wider margin of product damage. The added benefits to the customer were that they gained a greater efficiency with more durable packaging to protect their product which ultimately saves them money in packaging, shipping and product replacements.