

UNBIASED PACKAGE DESIGN

Expertise Packaging Advantage

Results

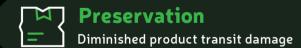
BoldtSmith conducts financial analysis for all package designs, using a custom testing protocol to map & mitigate real-world hazards before they cause product damage.













Packaging Design Challenge

BoldtSmith Packaging recently completed a project for a customer in the kitchen appliance world. The project goal was to determine the optimized packaging material designed to ship to big-box retailers such as Home Depot and Lowe's around the U.S. and Canada.

Requirements



COMPANY

Sharp

Optimize appliance package design for retail shipping



Reduce freight and material costs

BoldtSmith Actions

- Visit all stopping points in the supply chain and ship the product with a data recording device to create a custom testing protocol that matches the customer's supply chain
- Create optimized retail packaging design solutions
- Create packaging specifications
- Develop packaging samples in-house



- Create containerization files for optimized packaging solutions
- Test the samples to the custom testing protocol
- Send specifications for pricing
- Complete a financial analysis including packaging, labor and freight costs
- Present the design, pricing and testing results

