SUPPLYONE
PACKAGING ELEVATED

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Custom F-Flute Retail Packaging

CASE STUDY

HEALTH & BEAUTY

SupplyOne developed a custom F-Flute packaging solution for a natural wellness brand — eliminating plastic and glue while creating a recyclable package designed for both retail and e-commerce.

OVERVIEW

A growing natural wellness brand needed packaging that reflected its eco-conscious identity while protecting and showcasing multiple lip balm SKUs. The existing packaging relied on plastic and did not align with the brand's sustainability goals.

The new solution needed to be durable, visually appealing, easy to assemble, and suitable for both retail display and e-commerce fulfillment.

SupplyOne Partners With You to Identify What's Best for Your Business

THE SOLUTION

SupplyOne developed a custom packaging solution that balanced sustainability, product protection, and shelf appeal while simplifying fulfillment across retail and e-commerce channels.



100% Recyclable:
Packaging eliminated plastic and glue while meeting the brand's sustainability requirements.



Cost-Effective Design:
The glue-free packaging construction delivers an estimated 32% cost reduction compared to complex-glue alternatives, representing potential savings of $6,300 per 10,000 boxes.



Enhanced Shelf Appeal:
The kraft finish and product window created a natural, differentiated presentation while keeping the product visible to consumers.

HEALTH & BEAUTY

100% Recyclable

32% Lower Cost

Increase in Shelf Appeal

SupplyOne developed custom F-Flute packaging that combined sustainability, shelf appeal, and a versatile design for both retail and e-commerce fulfillment.

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