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PACKAGING ELEVATED

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Custom F-Flute retail packaging with improved tear-away design

CASE STUDY

HEALTH & BEAUTY

SupplyOne developed a custom F-Flute retail display packaging solution for a wellness brand, improving product protection, shelf appeal, and restocking efficiency with stronger, more durable packaging.

OVERVIEW

A growing wellness brand specializing in honey-based personal care products needed stronger packaging for its wholesale displays. Existing folding cartons struggled to support heavier product tins, resulting in collapsing displays, product damage, and an inconsistent retail presentation.

The new solution needed to provide greater structural strength, simplify restocking for wholesale partners, and maintain a premium appearance that reflected the brand's quality.

THE SOLUTION

SupplyOne developed a custom F-Flute corrugated display featuring reinforced construction, an improved tear-away design, and a retail-ready format. The solution provided greater stability, easier product access, and a more professional presentation across wholesale environments.



40% Less Product Damage:
Stronger F-Flute construction helped minimize crushed cartons and protect heavier product tins during transportation, handling, and restocking.



30% Faster Restocking:
An improved tear-away design simplified product access and replenishment, making it easier for wholesale partners to maintain displays.



25% Higher Retail Sell-Through:
Durable, upright displays enhanced product visibility and shelf appeal, supporting stronger customer engagement in wholesale environments.

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

HEALTH & BEAUTY

40% Less Product Damage

30% Faster Lead Time

25% Higher Retail Sell-Through

SupplyOne strengthened retail display, reduced product damage, and simplified restocking with custom F-Flute packaging.

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