

Built to Protect, Designed to Impress: Chair Packaging Innovation for Hood Seating

Founded in 2017, Hood Seating has built a strong reputation for delivering high-quality, well-being-focused seating that challenges the conventions of traditional manufacturers.

With a clear focus on speed, value and performance, the brand works closely with a trusted network of dealerships to bring thoughtfully designed seating solutions to market - without compromising on design, features or comfort.

To support this commitment to quality at every stage of the journey, from production through to delivery, Hood Seating approached Smurfit Westrock to develop a robust chair packaging solution.

Premium chairs, imperfect packaging

Hood Seating needed a furniture packaging solution that would reliably protect chairs in transit, while enhancing the experience for both dealers and customers. Despite already using chair packing boxes, Hood Seating felt the existing design wasn't performing as well as it could. Chairs were shipped with multiple loose components, resulting in complex assembly for customers and an increased risk of damage during transit - ultimately detracting from the overall unboxing experience.

The packaging also lacked practicality across the supply chain, contributing to inefficiencies during packing, handling and returns. Combined with a heavy reliance on plastic bubble wrap and additional protective materials, the previous packaging no longer aligned with Hood Seating's quality standards or sustainability ambitions.

Box strength vs usability

Weighing approximately 30kg each, the chairs presented a significant technical challenge. The packaging needed to be strong and durable enough to support the weight of the furniture throughout transit, while still allowing the chair to be lifted safely in and out of the box during both packing and unpacking. This required a careful balance between structural strength and usability - improving handling efficiency without compromising protection.

Protecting delicate surfaces was equally important. Areas prone to scratching or scuffing were particularly vulnerable if the chair was not properly secured, increasing the likelihood of cosmetic damage. As a result, the packaging needed to fully stabilise the chair during transit, preventing movement and ensuring consistent protection at every stage of the supply chain.

Protective packaging designed to deliver

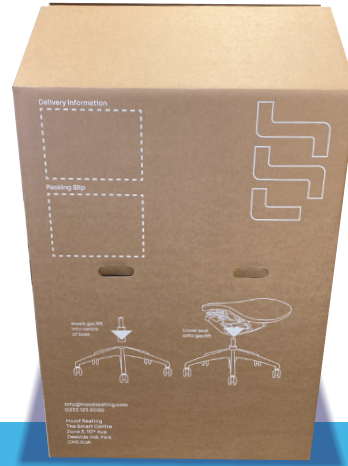
With a tight two-week timeframe, the packaging experts at Smurfit Westrock moved quickly. They developed a fully bespoke, sustainable and innovative shipping box engineered specifically around the chair's shape, weight and handling requirements.

The final solution was a three-part pack - comprising a lid, base and inner fitting - created to maximise product protection and simplify customer assembly. By rethinking how the chairs were secured within the pack, the number of components customers needed to assemble was reduced from 12 to just 3.

This significantly improves the unboxing experience and helps prevent damage during assembly, which can now be completed in around 10 seconds.

Efficiency was also built into the design process. A low-level base makes it easier to lift the chair into position during packing, reducing strain and improving handling efficiency. Once packed, double handholds allow the filled box to be lifted and moved safely and easily.

Inside the pack, the internal fitting folds neatly into the chair seat, supporting and protecting the plastic arms and other vulnerable areas. This integrated cushioning removes the need for additional protective materials, eliminating bubble wrap entirely and delivering a cleaner, more sustainable packaging solution.



Improving ease, protection and sustainability

By simplifying the overall packaging design and significantly reducing the number of individual components, the new solution delivers a smoother, more intuitive unboxing experience for customers. Chairs can now be unpacked and assembled with minimal effort, making the process faster, easier and more enjoyable. Previously loose components are securely contained within the pack, ensuring they remain transit-safe and reducing the risk of missing parts or damage - helping every chair arrive in the condition it was packed.

The unboxing experience has been further elevated through a more organised and accessible presentation of components. Combined with the use of sustainable packaging materials, the box reflects Hood Seating's commitment to quality, care and environmental responsibility. The design also offers long-term practicality, as the packaging can be reused if a chair needs to be returned - supporting Hood Seating's 30-day trial and easy returns promise.

Leaon Darbey, Managing Director at Hood Seating.

“Working with Smurfit Westrock has been game-changer for Hood Seating. With our previous packaging, returns were nearly impossible, and the boxes we used required banding to handle the weight. This innovative design solved all these problems and perfectly aligned with our brand ethos of putting the customer's well-being first. The box is reusable for returns, which not only streamlines the process for us but also provides a hassle-free experience for our customers. Smurfit Westrock's solution has exceeded our expectations in every way.”

Iain Greeley, Business Development Manager at Smurfit Westrock said:

“We really enjoyed creating a bespoke, engineered box for an innovative ergonomic chair. The design perfectly paired design and function, protecting the product in transit and simplifying assembly.”

Engineered packaging that works harder

This project demonstrates how bespoke, engineered packaging can do more than protect a product. By improving transit safety, simplifying assembly and enhancing the customer experience, the solution delivers tangible benefits across the entire supply chain.

If you're facing similar challenges with furniture packaging or heavy products, Smurfit Westrock can design a tailored protective packaging solution that works harder for your product, your operations and your customers.

Get in touch today to start your protective packaging journey.

For more information visit smurfitkappa.com