

Stunning and sturdy new honey gift box packaging for North Devon honey producer

Quince Honey Farm, an artisan honey producer in North Devon, has been crafting delicious honey for decades.

They've recently moved into a new purpose-built honey farm in a stunning new location on the outskirts of South Molton. As well as being able to witness the magic of bees creating liquid gold, which is bottled on site, they have a visitor centre, offer captivating tours, honey-infused delights at their café and a remarkable wild meadow garden which is a haven for bees.

Gorgeous jar gift boxes for a superb unboxing experience

Quince Honey Farm was after some eye-catching jar gift boxes for their sweet-toothed customers.

They turned to our experts at the Smurfit Kappa packaging design hive to conceptualise a design for sustainable three-jar gift box packaging that would enhance the unboxing experience for all their honey-loving fans. We produced a pristine gift box using HQ flexo print that showcased the natural aesthetic that Quince Honey Farm were looking to achieve in their packaging to resonate with their brand.

Rising to the challenge to create bespoke jar gift boxes

These talented artisanal honey producers wanted a new three-jar gift pack to be able to sell in their shop and online, so it had to showcase a bee-a-utiful design as well as function to provide optimum product protection during transit.

They wanted a design to showcase their brand and so, decided on a single-colour HQ flexo print to bring their ideas to life. However, the challenge for our team was to make the detailed artwork as high-quality as possible using the HQ flexo print process. Our design team reworked the existing artwork and, using our specialist print experience and working closely with our ink suppliers, created a visually appealing and decidedly fit-for-purpose bespoke printed jar packaging box.

The sweet taste of success

The result was exactly what the customer had in mind – beautifully printed, high-quality honey gift box packaging. What made this brief extra special is that we were able to take an existing print and work it into an excellent HQ flexo print, which makes an impression with strong visual impact but at a lower cost compared to other printing processes. The precious jars of delectable honey were also 100% protected thanks to the meticulously designed cardboard jar packaging boxes, ensuring that the perfect pots of honey reach their customers in pristine condition.



This ensures Quince Honey Farm deliver on wow-factor unboxing, providing the ultimate 'buzz' that keeps happy customers coming back for more.

Compliments all round from a thrilled customer

"We were really delighted with the final result. The quality of the custom gift box packaging and the overall appearance are wonderful. The gift box is being sold in our shop here at Quince Honey Farm, on our website and throughout wholesale. We wanted the packaging to be recycled, so when Smurfit Kappa could achieve this, it ticked all the boxes." says Helen Persson, Brand Manager at Quince Honey Farm.

Long-lasting relationships matter

At Smurfit Kappa, we pride ourselves on forging long-lasting customer partnerships. As they evolve, we are committed to being our customer's trusted packaging experts and providers throughout their journey – as invested in their success as they are. We are passionate about helping local businesses to thrive by offering the most effective, innovative, and sustainable packaging solutions for their unique requirements.

At Smurfit Kappa, we're committed to finding the best, most practical, and most impressive packaging solutions for whatever our customers sell, from honey to horticulture, food to furniture, and so much more.

For more information visit [smurfitkappa.com](https://www.smurfitkappa.com)