

# eCommerce Self-Seal Packaging With The Wow Factor: MESSIAH and EVE

Here at Smurfit Kappa, we love it when clients come to us with a challenge. Our dedicated team is passionate about finding the perfect packaging solutions for all kinds of businesses, no matter how big or small.

From major brands to innovative start-ups, we give all our customers the same support, creativity, and inventiveness to help create a packaging solution that meets their every need. That's why when MESSIAH and EVE came to Smurfit Kappa Beacon for help with their DTC shipping packaging, we were so keen to get started.

## About MESSIAH and EVE

MESSIAH and EVE are a new multi-award winning vegan body care brand specialising in elevated fine fragrance body care essentials. They sell a range of body dedicated creams and cleansers, hand wash and bath oil. As an eCommerce retailer, packaging is one of the most important parts of their product range.

Their products are purposefully and intentionally crafted to have a positive impact on the skin, the planet, and the communities within it. MESSIAH and EVE are committed to a journey of consideration in every thing that they do, and their packaging is no exception. They approached the Smurfit Kappa Beacon team and were hoping to find a supplier who could assist them in creating packaging which could safely ship their eCommerce orders and speed up their fulfilment production line, while also fitting with their company ethos.

## The Packaging Challenge

**Our team was more than happy to take on the challenge of producing the perfect packaging solutions for MESSIAH and EVE products. They came to us with the goal of creating sustainable eCommerce packaging which would 'wow' their customers and create a memorable unboxing experience. Not only that, but they were conscious of the speed of packing and ease of opening for their consumers. They needed packaging which would be super easy to seal during the packing process and double as suitable gift packaging should their customers be gifting orders.**

One of the biggest challenges we faced when we started working on this project for MESSIAH and EVE was the sustainability element of the packaging. We knew this was a key focus for the brand, so we just had to get it right, but in a way that would not compromise on quality or customer experience. Our team considered the option of using 100% recycled board, but we soon realised this would not be suitable with the high-end print design and self-seal tape to speed up the packing process.

We opted for a more premium board grade which was still sustainable while also offering a super high-print finish. The end packaging solution looked the part while also being FSC Mix and 100% recyclable: fitting hand in hand with their brand ethos.



As well as being easily recyclable through household recycling channels, the MESSIAH and EVE packaging delivered the 'wow' factor during unboxing and perfectly encapsulated the luxury of the products inside.

As fast fulfilment packing was a priority for MESSIAH and EVE, we incorporated self-seal tape which allowed for a quick production line and created a secure postal solution for their products. The tape and rippa opening design offers a more modern experience than some other options we considered, and creates an unboxing experience similar to other high-end eCommerce packs from worldwide brands.

Self-seal tape is very simple for customers to open when their new items arrive on their doorstep and makes it easier than ever for consumers to return products as they can use the existing packaging. This reduces the amount of waste material, giving the packaging another purpose.

The finished product ticked all of MESSIAH and EVE's boxes, and we delivered packaging which was not only a functional option but also a key marketing tool for the eCommerce brand. The MESSIAH and EVE team left us amazing feedback and were so pleased with the high-end quality of the packaging, which helped support their product launch.

For more information or to find out how we can help with your eCommerce packaging needs, get in touch today.

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