

Performance-Ready Automotive Parts Packaging for Andersen's EV Chargers

Andersen designs and manufactures premium home EV chargers that combine intelligent engineering with carefully considered design.

Known for their stylish, customisable finishes, each charger is made to order and designed to complement the home as much as it performs. Sustainability sits at the heart of the business, with a commitment to electric driving that extends beyond the product itself, including a fully electric installation fleet.

As part of this ongoing focus on innovation and sustainability, Andersen was looking for an automotive packaging solution that would protect products in transit, enhance the customer experience and align with its sustainability goals. They also needed packaging that would make handling and installation simpler for their team and customers. They required a corrugated packaging partner capable of delivering performance, practicality and a premium unboxing experience - and turned to Smurfit Westrock to help bring that vision to life.

Andersen's search for automotive packaging with purpose

Andersen approached the team at Smurfit Westrock Peterborough seeking a new auto parts packaging design for A3 and A4 car chargers. The brief was clear: create a robust pack capable of protecting high-value products during courier and palletised shipping, while still delivering a premium unboxing experience that reflected the quality of the brand.

The packaging also needed to accommodate multiple components and wall-installation templates, meet future ISTA testing requirements, and use high-quality materials with a brown finish to support Andersen's understated, high-end aesthetic. Above all, the solution had to be durable, environmentally responsible and fully aligned with Andersen's sustainability strategy.

Engineering the perfect packaging fit

Smurfit Westrock Peterborough was tasked with designing the packaging for the products which were set to launch within an eight-week window. While the A3 is the larger unit, both packs needed to share a consistent look and feel, featuring an easy-open design, plastic-free materials and a dedicated area to securely store screws and clamps.

With physical product samples not yet available, the team moved quickly, using CAD software to develop and refine the designs virtually from technical specifications. This approach allowed custom packaging concepts to be tested early, ensuring the final solution would meet performance, usability and sustainability requirements from the outset.

Given Andersen's strong focus on EPR compliance, every element needed to be fully paper-based and recyclable. This offers around a 50% EPR cost saving, compared with foam or plastic alternatives.

Using Smurfit Westrock's specialist paper-to-box application, the team calculated the smallest possible board caliper that would still deliver the required strength and rigidity, ensuring the pack met Andersen's environmental and performance expectations.

Crafting a smart, sustainable solution

To meet Andersen's requirements for strength, sustainability and a premium customer experience, Smurfit Westrock Peterborough created a fully paper-based car charger packaging solution featuring an innovative structural design. The outer case was manufactured using a robust B-flute material that folds easily and provides a smooth printing surface. This is combined with a unique lid feature: instead of folding the internal flaps downward, they fold a full 180 degrees inward, helping prevent bending when opening or closing. This improves the strength and aesthetic of the closed pack.

The Smurfit Westrock Peterborough team also decided to use a safe edge rule at the front of the pack, where the consumer would open and close it, to reduce the risk of cuts.



Inside, the product is protected by custom double wall BC-flute inserts, which provide cushioning and puncture protection. The first thing customers see when the box is opened is the welcome pack, held centrally within a protective fitting. There are also integrated finger holes to guide customers to lift this section out, exposing the charger and the installation template beneath.

The top fitting of the box balances visual appeal with strength and void fill, protecting the top, front and back of the unit during shipping. This fitting locks neatly into the back of the pack and connects with a smaller front fitting, cleverly designed to roll, lock and keep essential small parts safe.

Driving Andersen's packaging forward

The impact of the new custom packaging solution is undeniable. The new charger range, complete with its fresh packaging design, launched to market on time and surpassed initial sales expectations.

By applying the same internal fitting design across both the A3 and A4 models, Smurfit Westrock created a unified look that strengthened product consistency throughout the charger range. Plus, with additional side fittings engineered to cradle the unit from below and buffer the sides, the car components packaging ensures protection during transport and handling.

As the solution is fully paper-based, it's recyclable, robust and aligned with Andersen's premium yet understated aesthetic and ethos. This move to an entirely plastic-free solution significantly reduced Andersen's EPR liability, supporting both cost savings and the business's sustainability and growth agenda.

Stephen York, Senior Production Supervisor at Andersen, said:

“We're so pleased with how the packaging has turned out, and how well it reflects the quality of our chargers. It's fully recyclable, protective and delivers an unboxing experience that our customers love. Smurfit Westrock Peterborough turned our vision into a quality, sustainable solution that exceeded our expectations.”

Brian Smith, Technical Sales Manager at Smurfit Westrock, said:

“Working with Andersen was an exciting challenge. They had a clear vision for what they wanted, and we were able to translate that into paper-based packaging that met tight deadlines, all without compromising on quality.”

If you're looking for plastic-free automotive packaging designed to perform and support your sustainability goals, get in touch today.

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