

Sustainable Style: Custom Mailer Boxes That Transformed Skirting 4 U's Sample Packaging



Founded in 2013, Skirting 4 U has grown into one of the UK's leading suppliers of MDF skirting boards, architraves, dado rails and mouldings for building and renovation projects.

Known for fast delivery, exceptional customer support and a wide range of made-to-order designs, the business is built around convenience and quality.

With customer experience at the heart of everything they do, Skirting 4 U set out to upgrade their packaging for their sample service - replacing plastic with a custom, sustainable packaging solution that reflected their brand values and created a premium unboxing experience for every customer.

Breaking up with plastic

When Skirting 4 U approached Smurfit Westrock, their goal was simple: to replace plastic mailers with a sustainable, recyclable alternative for their skirting board samples. Shipping around 500 sample orders every month, the business had been relying on bubble-wrapped jiffy bags in multiple sizes to handle different order quantities.

While functional, the plastic mailers didn't align with Skirting 4 U's sustainability goals or the premium experience they wanted for customers. They also made packing time-consuming for staff, with multiple envelope sizes and extra wrapping needed to protect each sample.

By moving to custom mailer boxes, the team simplified fulfilment - saving time, reducing waste and improving presentation. The recyclable design not only supports Skirting 4 U's environmental commitments but also positions them to stay ahead of evolving packaging regulations and expectations around sustainability.

Rethinking sample packaging

The team at **Smurfit Westrock Chesterfield & Leeds** designed a range of custom mailer boxes with precision-cut inserts, creating a more sustainable and premium unboxing experience for Skirting 4 U customers.

A key challenge was meeting Royal Mail's postal size requirements without compromising on protection or presentation. The first three box sizes needed to qualify as "large letters" to keep postage costs low, while larger sample orders required a small parcel design that could hold multiple pieces securely without adding excess material.

By carefully balancing materials, structure, inserts and print finish, the Chesterfield & Leeds team delivered packaging that not only fits Royal Mail dimensions but also provides a consistent, professional experience across every order size.

Packaging that protects and promotes

Switching from plain plastic mailers to recyclable, branded boxes gave Skirting 4 U a packaging solution that does more than protect samples - it elevates their brand. The new design adds a professional, high-quality feel that strengthens customer perception and reflects the company's attention to detail.

Engineered with precision to fit Royal Mail's letter sizes, the boxes balance practicality with presentation - delivering a consistent, polished experience that customers remember.

Sustainability that pays off

By replacing plastic mailers with recyclable, custom-printed boxes, Skirting 4 U has achieved more than just a sustainable switch - they've improved efficiency, strengthened their brand, and elevated the customer experience. The new packaging is easy to store and assemble, helping the team fulfil hundreds of monthly sample orders quickly and consistently, while presenting a professional, polished image with every delivery.

Kieron Miller, Director at Skirting 4 U, explained:

“Our new sample boxes are recyclable, which is so important for us and our customers, and of course, the environment. Plus, they ensure the samples are secure and the branding reflects our company's values. Another reason we picked Smurfit Westrock was because of how easy the boxes are to assemble, whilst giving enough protection for our samples to arrive in perfect condition.”

Ben Skelton, Technical Account Manager at Smurfit Westrock Chesterfield & Leeds, said:

“Skirting 4 U was a dream client to work with. Their clear brief and easy communication made each stage of the concept development process seamless - from the initial product sample to design sample approval, artwork creation, account setup, order placement, and final delivery. I'm excited to see how Skirting 4 U continues to grow and develop in the future.”

Ready to replace plastic packaging with a smarter, more sustainable solution? Get in touch to discover how our custom mailer boxes can protect your products and elevate your brand today.

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