

The Cheese Geek: A Delicious Design Challenge

It is probably an understatement to say that The Cheese Geek are passionate about cheese. Filled with excitement over pairing combinations for cheese boards and possessing an intimate knowledge of which cheese goes well with which wines, the team behind the brand are fromage connoisseurs.

From brie to Baron Bigod, they know their stuff - and are determined to make sure that customers garner as much joy from their cheese delivery as the team do themselves.

That joy starts from the very moment the customer receives their carefully-prepared package, so, true to form, The Cheese Geek have poured their attention into ensuring that it's a seamless first impression.

Which is where Smurfit Kappa's Gosport site stepped in. Richard Simpson - The Cheese Geek's COO - got in touch with Wesley Dowe, Sales Executive at Smurfit Kappa Gosport via LinkedIn, and Wes has been working hard to meet his requirements.

The brief

The Cheese Geek was growing fast, and needed to improve their packaging offering. They wanted nothing short of perfection: a box that would not only look good but work for their customers as well.

They were after optimised sizing, as well as looking for a way to speed up their shipping process and cut down on labour hours.

Importantly, they were also keen that the box should be sustainable: their hip London roots wouldn't have it any other way.

Accelerating assembly

One key problem that The Cheese Geek were keen to explore and tackle was how they could accelerate their packing process.

Before meeting with Smurfit Kappa, they were using a FEFCO 0201 box, and had dedicated team members assembling the boxes as needed every morning, ready for delivery shipments to go out that day.

Smurfit Kappa Gosport's solution - a bespoke crash lock box design - meant that the boxes took seconds to erect, without the need for tape.

This allowed employees to grab a box as and when it was needed and quickly assemble - a huge improvement for The Cheese Geek operations. It saved money on manpower hours, gave more operational space to work with, and also meant they would always have a supply of ready-to-go boxes, no matter how many unexpected orders came in that day!

Of course, this design wasn't purely functional: it also gave an air of sophistication, allowing The Cheese Geek's branding to shine and continue the brilliant customer experience from browsing to unboxing.

Extending brand image

The Cheese Geek pride themselves on being 'the modern cheesemonger'. Born out of frustration that many people in the UK had no access to knowledgeable and engaged cheesemongers, they set about making their customer experience as enticing and exciting as possible.

They know that every step of the customer journey is vital - and that journey includes the package arriving at the customer's home.



Smurfit Kappa Gosport had already put forward the idea of the bespoke crash lock boxes, which lent a perfect canvas for The Cheese Geek to put their own stamp on things. And so they did! Working together, it was decided that the packaging should be printed in flexographic print, in two colours. Flexographic printing not only produces vibrant results that can be printed on a variety of materials, but also dries quickly - so the turnaround of box production can be quick.

Sussing out sizing

Playing into their green ethos, Smurfit Kappa Gosport recommended The Cheese Geek use bespoke sized boxes, enabling optimisation for their contents and reduction in material use/wastage.

The more tailored the boxes' sizes, the less air is shipped. This has two key benefits: more economical in terms of shipping space, as more boxes can fit into vehicle, and offers a way to make the brand eco-friendlier, reducing the number of vehicles on the road.

Lastly, bespoke packaging designed to fit products contained, means that the contents are more secure and more likely to arrive intact. As with every step of the customer experience, The Cheese Geek are keen to excel!

With The Cheese Geek's intimate knowledge of their customer base, Smurfit Kappa Gosport identified two key sizes which would fulfil their customers' needs in a space-optimised manner.

Going green

The Cheese Geek's environmentally-friendly aspirations didn't stop at the size of their boxes.

They were eager that their packaging should be made from sustainable materials - which is one of the reasons they chose Smurfit Kappa.

Smurfit Kappa Gosport were able to supply FSC Certified material, and ensure that the end product would be recyclable after delivery - despite the printed branding.

As we know, the fewer hurdles between a person and accomplishing a task, the more likely it is that they will complete it. The crash lock box design that was recommended eliminates the brand's need for tape - making recycling the boxes easier than ever, as well as further reducing the Cheese Geek's ecological overall impact.

Working to bring The Cheese Geek's packaging vision to life was a pleasure, and Smurfit Kappa look forward to doing more business with them in the future.

**For more information visit
smurfitkappa.com**