

CASE STUDY

SEALED AIR® Brand Korrvu® Retention Packaging

Executive Summary

APPLICATION:
EV chargers

CHALLENGE:

Provide a sustainable packaging solution which perfectly displays each unit and is easy to open

SOLUTION:

SEALED AIR® brand Korrvu® Retention packaging

KEY RESULTS:

Positive brand experience for consumers. Maximum protection using minimum packaging

REGION:

EMEA - Germany

CUSTOMER FEEDBACK

"We pride ourselves on high quality, precision electronic engineering and the SEALED AIR® brand Korrvu® packaging solution truly aligns with this. It does this whilst enhancing supply chain efficiencies and providing outstanding levels of protection that prevent product damage."

KSE

**BETTER
ELECTRONEERING**

PRODUCT FEATURES

- Made from corrugated cardboard using 50% recycled content and super-thin flexible film
- Kerbside recyclable
- Easy self-assembly
- Flat-pack solution saves on storage space

CHALLENGE

A new Electric Vehicle (EV) charger developed by KSE required a packaging solution that would satisfy a range of customer expectations and operational demands.

EV customers value sustainability, and KSE prioritised this as its most important packaging specification. Alongside environmental performance, KSE also knew that its packaging solution must perfectly display and house each charging unit, whilst also being easy to open.

An overall minimalist approach to packaging was required, and this was made more challenging by the size and weight of the KSE Wallbox charger: each unit weighs 8kg and measures 300mm x 250mm x 100mm.

SOLUTION & RESULTS



Tests were undertaken at Sealed Air's Packaging Design Application Centre to determine a solution that could deliver maximum protection using minimum packaging. The SEALED AIR® brand Korrvu® Retention packaging achieved the specified performance criteria, whilst also meeting KSE's sustainability goals.

SEALED AIR® brand Korrvu® is made from a combination of corrugated cardboard using 50% recycled content and a super-thin flexible film. The board is simply folded to loosen the film, as the charger is positioned within the packaging, and then folded again to tighten the film. This action retains the charging unit within a box, protecting it from potential movement and damage.

KSE was keen for sustainability to extend beyond the recyclability and minimal usage of packaging materials. The manufacturer wanted to optimise the movement of packaging through its supply chain by sourcing material close to its production site in Bavaria, and by using a flat-pack solution. Self-assembly packaging, which is created when required, also meets KSE's requirement for a compact solution. The manufacturer has a small storage area allocated for packaging, of which it wants to make effective use.

KSE has been able to quickly integrate packaging into their manufacturing line, using a semi-automatic loading system and a solution that's quick to assemble with just a few folds of board. The packaging requires little time, space and resource. Better still, Korrvu® perfectly fits with KSE's rigorous quality control standards. The packaging's super-thin clear film allows for full and easy inspections of the KSE Wallbox charger before the box is sealed for delivery.