



# How do you attain sustainable packaging? Reinvent the box.

Everybody wants to claim sustainability. When it comes to the rigid set-up box (fancy box) — used so often in packaging luxury brands like high-end technology (think the iPhone® box), perfumes, cosmetics and spirits — the costs are staggering. Not to mention the waste. What if somebody invented a replacement for the traditional corrugated or rigid box? One you could use over and over, that took a fraction of the space to ship and warehouse, and that could be assembled in seconds and then returned to flat with a quick squeeze?

## MEET RE-NEWBOX™. COULD THIS BE THE NEW BILLION-DOLLAR DISRUPTER?

In 2016, Kevin Carden and Jimmy Royall approached Shark Tank with their first invention, the pre-wrap gift box, designed as an easy replacement for the traditional wrapped gift box. Shortly after, they launched a B2B version called Re-NewBOX™. Reusable, glue and tape-free, it can be easily folded flat and ships with as much strength as the traditional rigid box. What does this mean for consumers, and brands that sell both at retail and via ecommerce? The benefits are ground-breaking. Re-NewBOX:

- Can work as a promotional or branded box
- Ships as a product box that can be branded or plain and serves as a shipping container
- Reduces waste thanks to reusability
- Sets up and folds flat in seconds
- Saves space, fuel, trees and waste
- Comes in 15 sizes and can be customized for any brand

## THE PROOF IS IN THE FERRAGAMO

Says Kevin, “Before Re-NewBOX, for clients like Salvatore Ferragamo to ship an order of 15,000 fancy set-up boxes, it would take 8 trucks and hundreds of square feet of warehouse space, not to

mention the cost of shipping. With the Re-NewBOX, the same order would take only 8 skids, requiring less than a truckload and minimal storage to get the same perfume box order to market.” He adds, “The sustainable aspects of the product are so ground-breaking, we’ve branded our system ECO-ACTual™. This means our packaging is reusable, returnable and recyclable.”

## FIRST CAME THE CONSUMERS... NOW THE BRANDS.:

At the Atlanta Gift Mart in 2016 to introduce their packaging, Kevin and Jimmy were approached by QVC. Says Jimmy, “They found us and said, ‘we’ve been walking the show for 3 days and this is the most exciting product we’ve seen.’ Jimmy adds, “After a demonstration, they invited us to sell it on QVC. In fact, we sold 25,000 in the first 6 minutes of the show. Consumers love the reusability and planet-friendly advantages. It’s a great alternative to the plain corrugated box now used in e-commerce.”

## CORRUGATED SHIPPING BOXES ARE SO YESTERDAY.

Says Kevin, “The delivery of brown corrugated boxes is ubiquitous though U.S. neighborhoods. But they often arrive dirty and sometimes wet. They have to be cut apart or thrown out whole. That’s a big



impact on landfills.

Our box arrives clean, in a biodegradable bag that can be tossed while the Re-NewBOX™ can be used over and over. Here’s another possibility; if you’re not going to reuse your box, what if you got a small refund for returning it? Just like the traditional glass soda bottles. This has revolutionary possibilities for any brand that is serious about marketing their commitment to sustainability.”

## NO SACRIFICE TO BRANDING

Re-NewBOX delivers on customer experience. You not only lose the brown corrugated, the tape and the glue, but you have three options: plain, printed or wrapped. Even the plain isn’t generic. It can be paired with a biodegradable bag that features branded messaging. You can opt for a graphic version that allows for promotional content and even high-end decorating touches. Re-NewBOX can be printed, gift wrapped, even laminated. Says Jimmy, “Whether you’re a brand or a printer converter, this box can replace any rigid folding box, retail merchandiser or shipping box. It is truly a game-changer.”

*To obtain a free sample of the Re-NewBOX™, contact [info@re-newbox.com](mailto:info@re-newbox.com)*

