

DS Smith Develops E-commerce Solution for Sofa Maker



DS Smith has developed an innovative secondary use packaging solution for Funzy, a manufacturer of high-quality modular play sofas for children. The packaging solution for Funzy, is intended for online retail, and playfully designed with multiple secondary uses for the end user. The corrugated packaging provides a robust protection for the customer's products during transportation and storage, and it can also be converted into a shelf and toys for children.

The bottom flap of the packaging is comprised of die-cuts for children to assemble into plug uses for figures including rockets and rocking horses, and the craft-friendly material can then be personalised with paint and stickers. In



addition, the packaging can be transformed into a shelf for a child's bedroom or play area. Overall, the packaging design is intended to create a learning process and the unboxing experience itself can be one of excitement and inspiration for both children and adults as they are exposed to diverse possibilities of a simple concept in upcycling.

Christian Emeka, Supply Chain Manager, Funzy, said, "We are impressed by the initiative, the high-quality advice, and creative solutions that the team at DS Smith have given us. We finally have beautiful fibre-based and recyclable packaging, and this embodies our core brand values. Our customers will also be thrilled, and after successful test shipping, the DS Smith packaging is ready for series production."