

CURRENT BRANDING



To elevate the customer experience when opening their order, it is essential for the packaging to have an attractive and premium appearance. Below are a few suggestions on how, with some adjustments and refinements, the packaging can achieve a top-tier, high-quality look while maintaining the core brand elements and values. Inspired by the current brand colors, style, and use of icons, the following proposals have been developed.

NEW PROPOSALS



VERPAKKING voor fotoboeken

01.



Isabel Ameloot  
Jesper Cassiman  
Barend Nijs  
Floris Mertens  
Maria Pavlova



100% recycled cardboard.



Handle with care.

BEOORDEEL  
DIT PROJECT  
tot 19:00





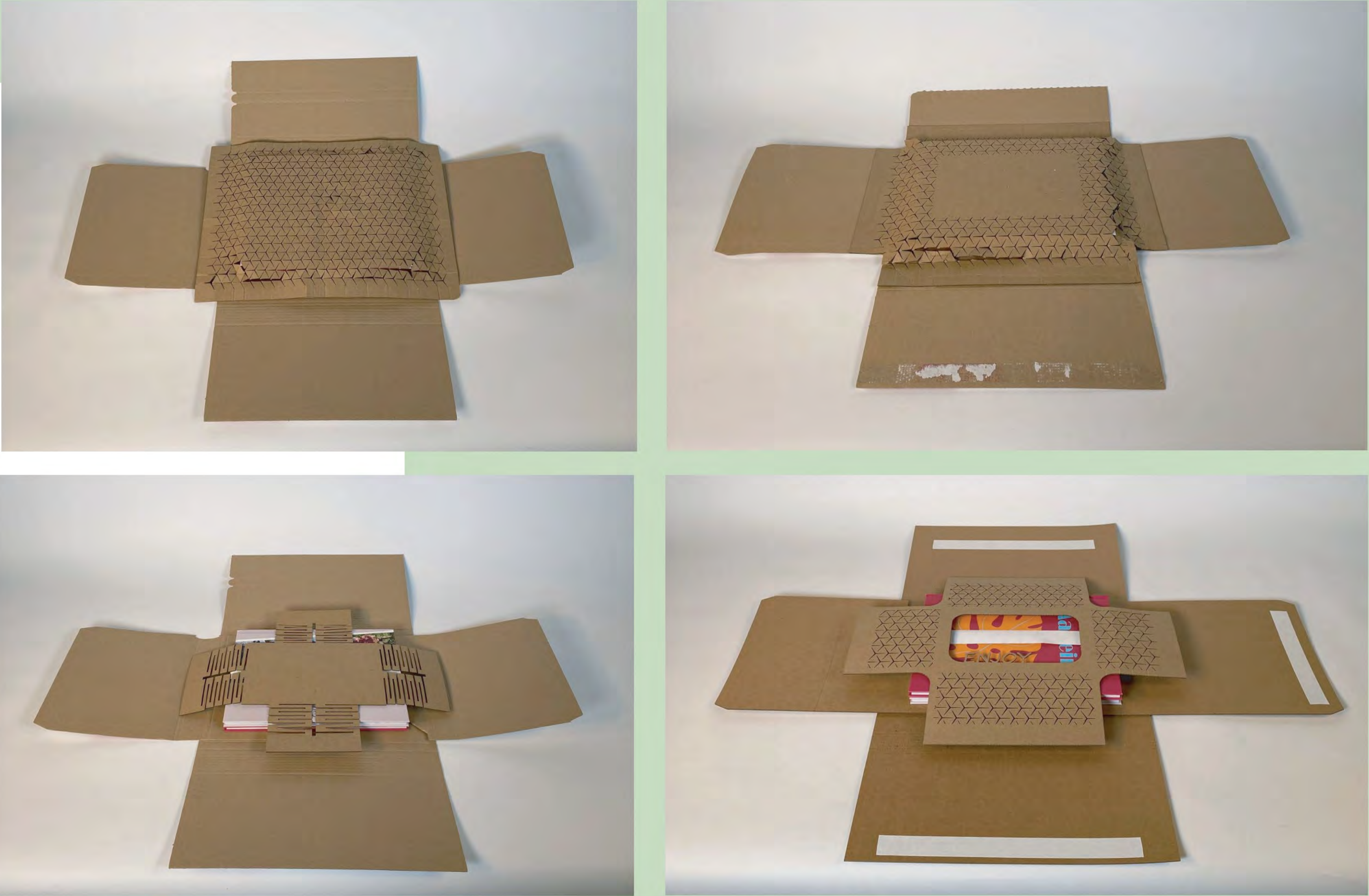
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CONCEPT 1

Concept 1 focusses on keeping the CEWE PHOTOBOOKS in place, to prevent the corners from damaging when being handled roughly. This way, the packaging will take all the damage instead of passing it on to the books.

We tested various approaches and principles, ultimately arriving at an additional cardboard panel that helps keep the (stacked) books in place. Below, you can see the evolution from the first prototypes to the final concept.

TESTING DIFFERENT PRINCIPLES

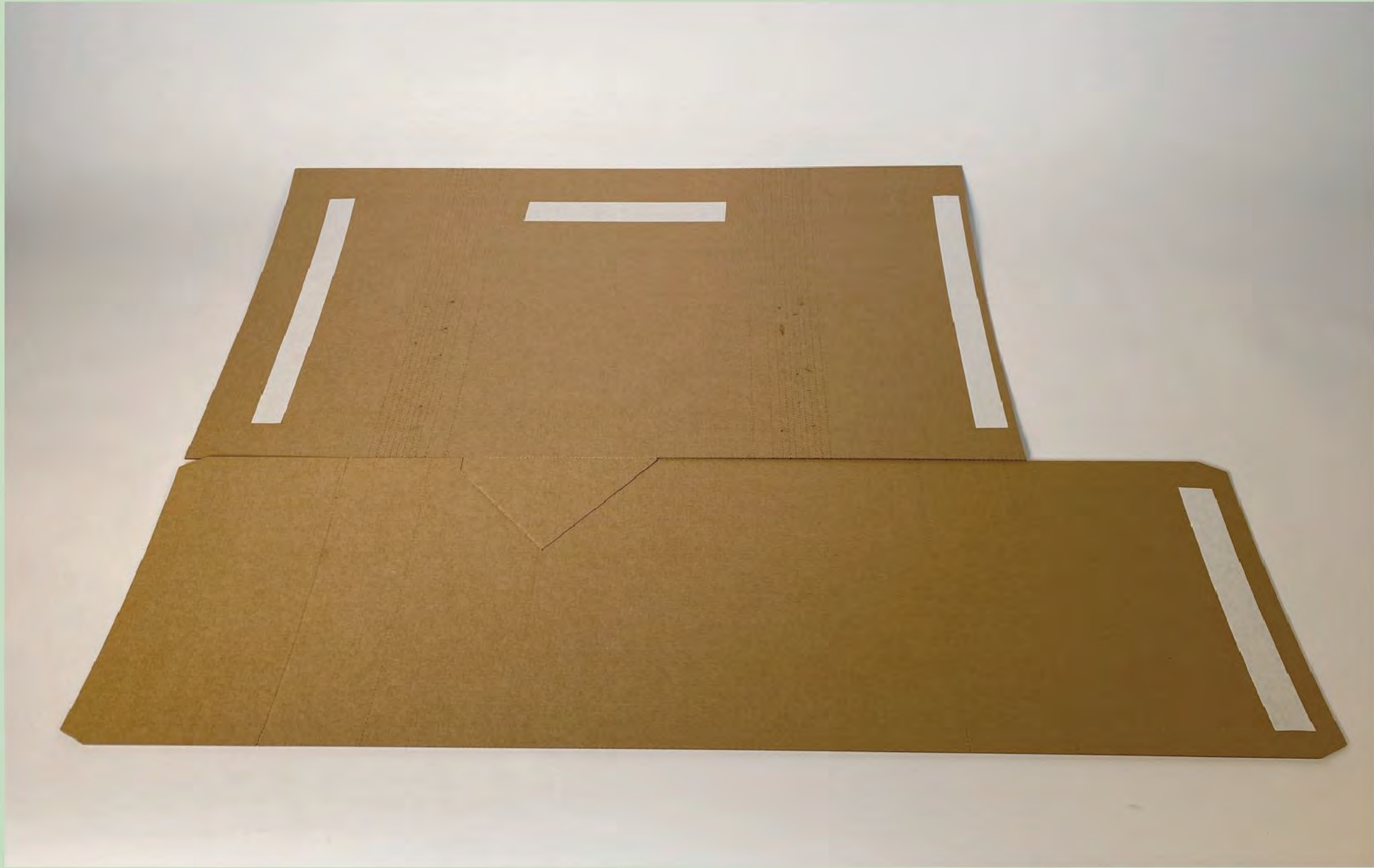


The above prototypes did not fully meet expectations. The corners contained extra material, which resulted in a messy look after drop tests. Additionally, they are very difficult to implement in the current packaging and the existing machines that automate the packing process.

FOLDING FINAL MODEL



BASE PACKAGING



We maintained the dimensions of the original packaging to align as closely as possible with the current packing process. However, we now use fewer fold lines, positioned differently, to provide greater sturdiness. The fold lines correspond to the dimensions of the cardboard addition, which is placed on top of the stack of books before it enters the actual packaging machine.



We designed a cardboard overlay that keeps the books securely in place inside the packaging. This also creates a cushioning crumple zone, providing extra protection when the package is exposed to impact and heavy shocks. The corners of this additional cardboard piece are specifically designed to minimize open space as much as possible.



# CONCEPT 2

To avoid damage to the corners of the books, we wanted to ensure that the books could not slide inside the packaging. We came up with the idea of filling the empty space around the book so that it would stay in place.

Next, we designed a frame with the same surface area as the base of the packaging. The exact size of the book is then cut out from this frame so that the books fit securely.

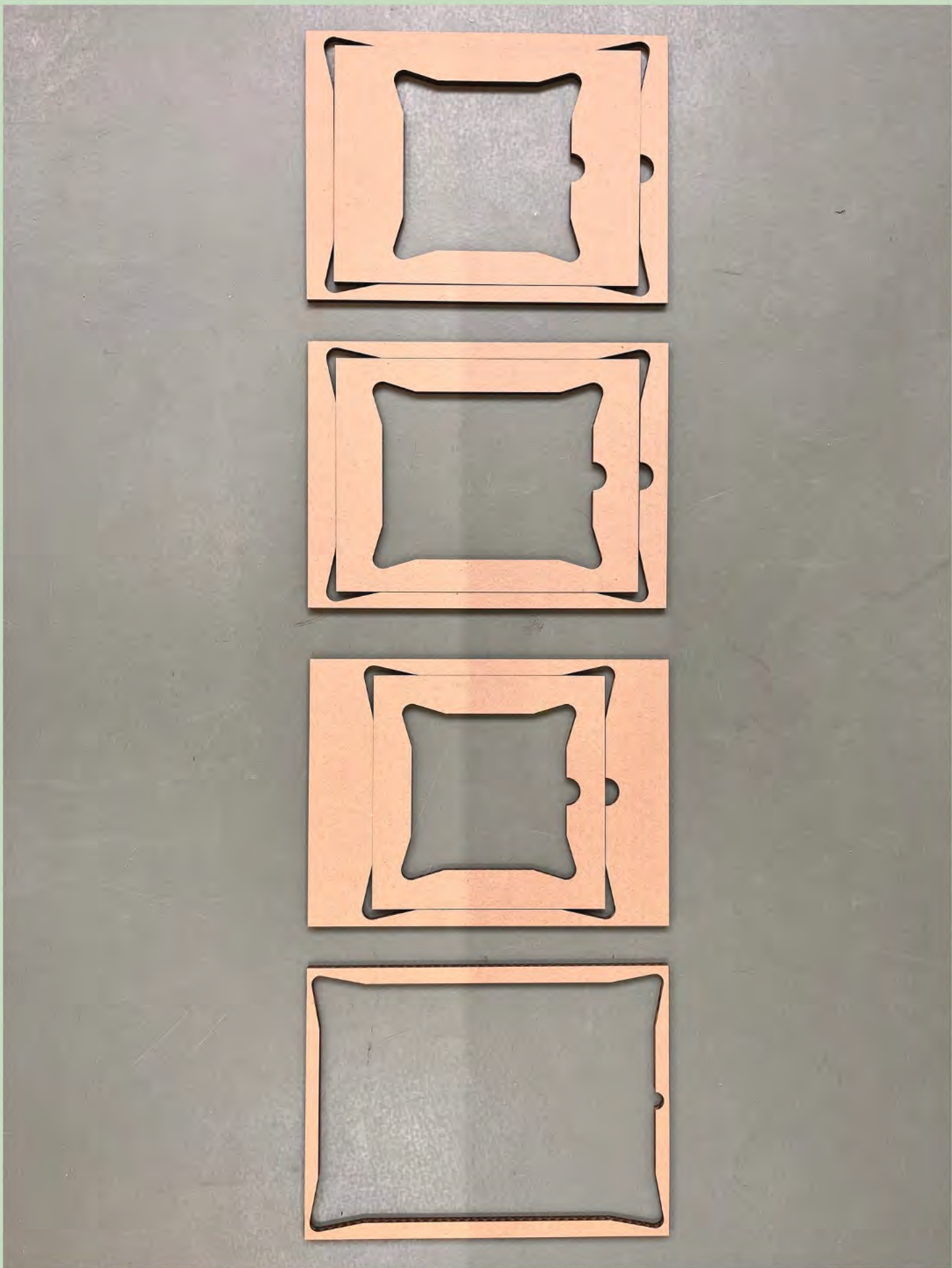
We also left the corners free. The theory behind this is that if the packaging falls, the corners have more space to crumple before coming into contact with the book itself.

As a material, we chose 7mm thick cardboard sheets. We found that this provides good protection for books of any height relative to the cost of the material. Of course, you could opt for a thicker or thinner material, but 7mm is recommended.



For the nesting idea, we had to find a way to retain the frame while minimizing material waste. We achieved this by framing only the corners, placing them on a small cardboard plate to maintain their position.

However, various tests showed that this framing method did not provide the same level of protection as the initial design. As a result, we abandoned this approach and proceeded with full framing, eventually arriving at the nesting solution, which seemed to be a viable alternative.



When designing the frames, we paid attention to nesting the frames for different sizes of books and calendars to minimize material waste.



Above, you can see how the books and calendars would be framed before being placed in the packaging. This is the final result. During production, the book would first be framed by a machine or manually, after which it could be slid into the packaging as was previously done. This should ensure a quick implementation in the production process.

# VERPAKKING voor fotoboeken

01.



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cewe

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CEWE PHOTOBOOK

The aim of the project is to innovate and improve packaging so that, as a premium brand, it meets the quality expectations of our customers. This includes several aspects such as protection against climatic and transport influences, aesthetics and sustainability.

Unfortunately the packaging, and therefore the photo books, often get damaged during transport via post and couriers or the photo paper pages go wavy due to exposure to moisture. To address these issues and ensure an optimal customer experience, the design request includes the following specific objectives:

- Optimisation of carton packaging quality
- Improvement of climate resistance
- Optimisation of ecological aspects
- improving customer experience

The product



The process

We've partnered with CEWE to improve their packaging, making sure every photobook arrives in perfect condition while delivering a premium unboxing experience. Our process began with extensive brainstorming and testing of new techniques to enhance both protection and presentation. One of the key challenges we tackled was preventing broken corners during delivery, ensuring that photobooks remain pristine from production to the customer's hands. We also focused on reducing the risk of wavy pages caused by moisture exposure during shipping, developing solutions to keep the pages flat and flawless.

Beyond functionality, we refined the branding and overall packaging design to create a truly high-end look and feel. Our goal is to ensure that receiving a CEWE PHOTOBOOK is not just about unboxing a product but about experiencing something special, elevating the moment when cherished memories are revealed.

Packaging problems



Wavy papers - solutions

