



FROM IDEA TO EXECUTION: HOW TO PACKAGE BEAUTY PRODUCTS SAFELY AND SUSTAINABLY

Tradehouse, the leading beauty product distributor in the Baltics, ships thousands of items daily. To optimise packaging for delicate goods, the company turned to Antalis for a compact, protective, and sustainable solution that met both logistical and environmental requirements.

THE CHALLENGE

Tradehouse therefore needed a solution that would be:

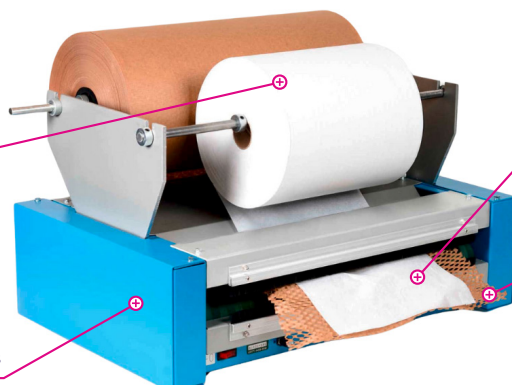
- Space-saving • Reliable • Easy to use • As quiet as possible
- Low in waste generation • Made of eco-responsible materials

Since multiple orders are packed at once, multiple machines were required for packaging, which in turn meant less space for each machine. Consideration had to be given not only to the machines themselves being space-efficient, but also to ensuring that the materials they used wouldn't take up too much room.

THE ANTALIS SOLUTION

The device transforms cut paper into a three-dimensional honeycomb structure, **creating a unique protective layer that can be used without the need for tape or cutting to size.** This compact and easy-to-use device fits perfectly into Tradehouse's packing stations, providing effective protection for products while keeping the packing process fast and efficient.

The material used to produce paper cushioning does not take up much storage space



The compact device is also suitable for smaller packing areas

Divider layer: protects delicate products, allows for branding through color options

Pre-cut honeycomb-structured kraft paper: a sustainable, biodegradable, and recyclable alternative to bubble wrap

ACTIVITY:

Beauty industry.

PROJECT TYPE:

Custom eco-responsible packaging optimisation for high-volume beauty products.

PROJECT OBJECTIVE:

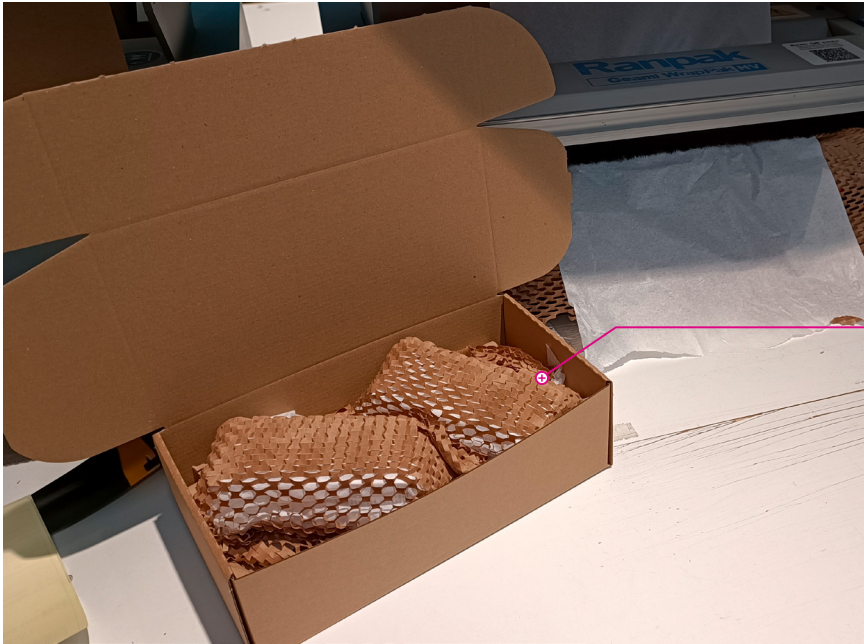
Optimising space and reducing environmental impact.

SMART
PACKAGING
SOLUTIONS

antalis

THE SOLUTION

The new **Geami WrapPak HV machine** has proven to be the perfect solution for Tradehouse. The device not only meets compactness requirements but also enables **more eco-responsible packaging and an improved customer experience**. Since both the packaging material and filler are made solely of paper, customers can easily dispose of the packaging in a single recycling bin without needing to separate paper from plastic.



ADVANTAGES OF THE SOLUTION



MONOMATERIAL

The paper-based filling and protective material is more environmentally sustainable.



SPACE SAVING

The compact paper cushioning device and material fit well even in small areas.



IMPROVED CUSTOMER EXPERIENCE

A 100% paper-based packaging solution that is easy to sort for waste disposal.



“The key challenge was combining sustainability with speed and protection. By introducing the Geami WrapPak HV, we replaced plastic bubble wrap with recyclable paper cushioning — all while saving space and streamlining the packing process.”

Antalis Expert

