

# CASE STUDY



## Client

The Lilly Pulitzer logo, written in a purple, cursive script font.

Lilly Pulitzer

## Problem

The company found that too much time was being spent on making and taping boxes. Their e-commerce division (their online store front) was growing by leaps and bounds but their employees were struggling to keep up with the demands as the company grew because so much of their production time was being used to simply assemble the boxes that contained orders.

## Solution

By redesigning the box so that no one had to assemble we could tackle all of the clients key issues as well as ensure their product would arrive safely.

We designed a four corner glued tray that is incredibly easy to use, and literally takes two seconds to open.

The benefits to the customer were tremendous. Labor time and money was saved by advancing the assembly process and supply savings were realized by not using tape to close the box. And last, but certainly not least, they have a simple yet beautiful box, superior to all of their competition!