



Leaders in innovative bespoke packaging and POS

Welcome to BoxMart

WHO WE ARE

BoxMart offers the very best in packaging and Point of Sale (POS) solutions. We have a wealth of experience in the world of design, print, packaging and retail.

WHAT WE DO

We can create anything from large retail display units to bespoke packaging campaigns. We also offer an off-the-shelf gift packaging service comprising 50 stock boxes in more than 90 colour-ways all of which can be customised.

HOW WE DO IT

We use the latest in litho, silk screen and digital print technology to tailor production to suit your volume and print requirements. This ensures you get the very best commercial fit and guarantees no order is too small - or too big!

HOT NEWS!

BoxMart has recently been selected as a supplier of POS displays for Moët Hennessy UK's most prestigious brands including Moët Chandon, Veuve Clicquot, Glenmorangie and Belvedere Vodka.

BOXMART
TAILORED PACKAGING SOLUTIONS

WHERE WE DO IT

We're based in Shenstone, near Lichfield, at the heart of the UK motorway network.

We are proud to carry the 'Made in Britain' marque that proves we design and manufacture in the UK!

WHAT ELSE CAN WE DO?



Structural design: To ensure your product is kept safe during transit and looks its best once on display.



Testing: We cover everything from load strength tests to pre-filled transportation tests and direct liaison for retailer approval to ensure our designs never let you down.



Creative design: We can create your artwork to promote your brand in the very best light whilst protecting its integrity.



Contract Packing and Fulfillment: We can fill your units and manage them throughout the supply chain and into store to ensure complete compliance.

ARE WE ANY GOOD?

Our customers believe so. Many have worked with us repeatedly since we began in 2005.

We are also proud to be recognised by our industry – our "BritBox®" was a finalist in the UK Packaging Awards 2013 and we've been successful in the Starpack Awards, that recognise innovation in packaging design & technology.



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Some of our clients



Moët Hennessy



claire's



TESCO



Elizabeth Shaw



National Trust



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Some of our clients



Sainsbury's

YOUR M&S



jamieoliver.com



L'ORÉAL UNITED KINGDOM



FERRERO

MARS



DIAGEO



Carluccio's



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Lush 'Getting Ziggy With It' Gift Box

THE BRIEF

To create a really striking gift box in the shape of a double pentagon. The design was to evoke the 70's era of Glam Rock, David Bowie and Ziggy Stardust.

BOXMART'S ROLE

A box of this geometric complexity would ordinarily require a pre-assembled rigid design, and the quantity required would have filled 84 pallets.

Our creative structural designers were able to develop a flat-packed, easy to assemble alternative that filled only 6 pallets therefore massively reducing shipping and storage costs.

PRODUCTION DETAILS

We combined litho printed neon inks with a screen printed gold glitter varnish on the star for extra retro bling!

RESULTS

This eye-catching gift box had a high-impact presence on shelf and created a real buzz amongst staff and customers.

FAST FACT

To ensure quick and easy assembly, the box tabs featured sequential die-cut numbers.



Lush - Surprise Gift Box

THE BRIEF

To create an exciting, interactive gift box to hold a selection of Lush products. The box was to incorporate a confetti shower explosion to surprise the recipient.

BOXMART'S ROLE

The confetti mechanism was designed and extensively tested to ensure it delivered the 'Surprise' every time. It also needed to be reusable for in-store demonstration purposes without the use of a fresh box.

To minimise overseas transportation costs, we developed a flat packed box that was easy to assemble, protected Lush's products and could be used as a keepsake box.

PRODUCTION DETAILS

Neon litho inks were used to print striking graphics. A rope carry handle doubled up as the pull mechanism to activate the confetti.

RESULTS

Sales of the 'Surprise' gift box resulted in it becoming that season's must-have Lush Christmas gift.



The Dorchester Collection

THE BRIEF

The Dorchester Collection, renowned for its nine prestigious hotels, required a premium gift box for a corporate gifting campaign.

The box had to have the appearance of a luxury rigid box but with flat-pack functionality. It had to reflect the group's impeccable status yet be practical and cost effective.

BOXMART'S ROLE

We developed a flat-pack box with no visible raw edges.

Each hotel is represented by a specific colour, so we litho printed the boxes in these specific spot colours and named the hotels on the inside of the lid. A ribbon was glued into the box and was protected during transit to prevent creasing.

PRODUCTION DETAILS

To achieve a high-end finish, the boxes were die-cut at a 45° angle to the flute and pre-glued to prevent visible raw edges.

TIME SCALE

The entire order was delivered within 13 days of the artwork being approved.

RESULTS

The boxes felt so luxurious that recipients reused them as a keepsake box. The Dorchester Collection also commissioned BoxMart to create a second gift box.



“BoxMart is a wonderful company to deal with. We have had such fantastic feedback from those who received the gift that we decided to send them out again this year.”

The Dorchester Collection

Fever-Tree

THE BRIEF

Fever-Tree, a producer of premium drink mixers, required a six compartment box in a natural finish to hold glass mixer bottles.

BOXMART'S ROLE

We designed a one piece, self-assembly box with an insert to hold six bottles. The boxes were supplied flat packed for ease of storage and, once assembled, were sturdy enough to protect the glass bottles during transit.

PRODUCTION DETAILS

The box was made from a natural kraft material and we screen printed one colour to the lid.

TIME SCALE

We produced the order in 10 working days from artwork approval.

RESULTS

Fever-Tree was so impressed with the simple and effective nature of our box that it asked us to create further presentation packs to hold four and seven bottles.



“BoxMart quickly understood our requirements and designed a presentation box which matched our specifications entirely. The box is both simple and effective and allows us to show our mixer selection in packaging we can trust.”

Fever-Tree

Rockliffe Hall

THE BRIEF

Rockliffe Hall, ranked as one of the best hotels in the UK, wanted a luxurious, bespoke gift box to house gift vouchers and a copy of the hotel's brochure.

BOXMART'S ROLE

We created a bespoke paper-covered rigid box that had a luxurious smooth finish on the outside and a crisp white interior. Rockliffe Hall's logo, complete with its five star status, was foil blocked onto each lid.

TIME SCALE

Rockliffe Hall received its order 15 days after approving the artwork.

RESULTS

The gift boxes enable clients to enjoy the premium nature of the hotel before they even walk through the door.



“BoxMart provided us with a premium solution, plus its quick and efficient service ensured we received our order in time for the Christmas season.”

Rockliffe Hall

TIGI Haircare

THE BRIEF

To create a Christmas gift box that can be assembled in seconds but always be globally compliant. Hairdressers need to be able to store it in a confined space and it must be suitable for distribution overseas.

BOXMART'S ROLE

We recommended a bespoke BoxMart BritBox®. The premium gift box has the appearance of a luxury rigid box but the convenience of a flat pack.

It was pre-packed with a piece of tissue paper to allow the hairdresser to quickly line the box before adding the TIGI products. This ensured global consistency.

PRODUCTION DETAILS

The striking monochrome graphic was achieved with a 1 colour litho print. The luxurious feel was achieved using a matt film laminate which also increased durability.

TIME SCALE

The entire order was supplied within three weeks of TIGI signing off the artwork.

RESULTS

TIGI was so impressed with the premium finish that the boxes have been used for PR launches and as a sales tool to attract new salons.

"The BritBox literally ticked all the boxes and, because we could choose a bespoke size, we knew it could hold any combination of our products."

TIGI

FAST FACT

The boxes arrived flat for instant assembly with a magnetic closure.



BoxMart BritBox® Bottle Boxes

THE CONCEPT

BritBox® is an innovative new luxury packaging solution with the appearance of a luxury rigid box but the convenience of a flat pack. We've now extended the concept and introduced the BritBox Bottle Box.

HOW DOES IT WORK?

The single bottle box simply wraps around the bottle in one easy movement. The boxes feature a magnetic closure and offers significant protection to the bottle.

WE THINK OF EVERYTHING

Due to the increasing use of bottle security tags, we incorporated a hole to expose the bottleneck and enable shop staff to remove the tag without damaging the packaging.

THE COLLECTION

We have launched a limited edition range of square, triangular and hexagonal BritBox Bottle Boxes, all of which 'wrap around' the bottle in one movement.

FINISHING TOUCHES

All the boxes can be tailor-made; covered with a conventional print or textured paper finish; and can feature an array of special finishes such as hot foil blocking and spot UV.



FAST FACT

Finalist in the UK
Packaging Awards for
'Best New Concept.'



The BitterSweet Chocolate Company

THE BRIEF

To replace the traditional 'bag and tie' method of displaying hand-crafted chocolate discs with a gift box that offered additional protection, branding and an enhanced 'opening experience' for the client.

BOXMART'S ROLE

We created a one-piece flat box design with bespoke feature closure that offers simple assembly and an impressive consumer experience when it unfurls like a flower. Storage space was limited so this option allowed the entire order to be stored on just two pallets.

PRODUCTION DETAILS

We recommended a premium-feel white backed cartonboard renowned for its printability and rigidity. Six colours were litho printed across eight different designs for each chocolate disc flavour. All were machine varnished to deliver a slight sheen.

RESULTS

The retailer was so impressed with the final printed boxes it decided to take the full range of flavours and in larger quantities than first planned.



FAST FACT

To future proof the concept, BoxMart created a design where a label, featuring 'Special edition' flavours, could be added to the pack.

British Hair

THE BRIEF

To create a compact retail stand that could hold a mix of eight products, all of differing sizes.

The stand had to be supplied flat packed but be easy to assemble, feature a promotion in three currencies and be suitable for use once the promotion had ended.

BOXMART'S ROLE

We developed one generic stand with a tray base to hold all product combinations. A removable header card was created for each currency. It was double-sided with the promotion on one side and a generic image on the reverse.

PRODUCTION DETAILS

Printed 4 colour litho plus UV varnish.

TIME SCALE

Delivered within two weeks of receiving artwork.

RESULTS

Salons loved the stand's small footprint as it was ideal for small retail areas but still grabbed the customer's attention.



“BoxMart exceeded our expectations. We were particularly impressed with their detailed advice which ensured every part of our brief was met and in the most cost effective way. We couldn't be happier!”

British Hair

FAST FACT

A reversible header card, featuring a generic image, extended the stand's lifespan.

TIGI - Urban Canvas

THE BRIEF

TIGI had given four of its best selling Bed Head products an urban makeover and required a promotional FSDU.

It had to be easy to assemble and combine a small footprint with a comprehensive stock holding. It had to have a unique urban vibe and merchandise three promotional bags. It was to be used in six countries.

BOXMART'S ROLE

We created one base unit and positioned the shelves at differing angles to create a less conventional style. We incorporated hooks to display the various bag options and three pockets on the other side to hold stock.

The reversible header card featured a promotional and generic image to expand the stand's lifespan.

PRODUCTION DETAILS

A combination of 1 colour silk screen print plus 4 colours litho print with a high gloss UV varnish to achieve maximum colour impact and drive cost efficiencies.

TIMESCALE

Initial production was supplied within two weeks of artwork being approved. Units were delivered as far afield as Australia within five weeks.

RESULTS

TIGI loved the flat packed concept and the stand's ability to act as a window display and retail unit at the same time.

"We've worked with BoxMart for seven years and it always delivers fresh and exciting concepts that are perfectly in tune with our numerous brand identities."

TIGI



Tesco Summer Flowering Bulb Displays

THE BRIEF

To design and manufacture a range of bespoke quarter and half pallet display units that could be packed in Holland with summer flowering bulbs and delivered to Tesco stores in the UK and Ireland. The stand was to remain in-store for 19 weeks.

BOXMART'S ROLE

We designed a stand that would be easy to assemble, withstand long-term use in-store and still remain aesthetically appealing to customers.

It met Tesco's precise supply chain and in-store guidelines and incorporated GBP and Euro pricing therefore covering both UK and Irish markets.

We worked closely with Tesco's structural design and artwork approval teams to ensure the design concept met all their requirements.

PRODUCTION DETAILS

We incorporated an independent shelving system to allow customers to hand-select their preferred flowers without reducing the stand's strength.

To meet the client's very tight deadline, we used the very latest in premium quality, high-speed digital print technology.

The stands were delivered flat packed to Holland, where they were assembled, filled and delivered to Tesco in the UK.

FAST FACT

The great use of space on these units enabled the customer to display up to 42 different products!



Tesco Hot Hands FSDU

THE BRIEF

To create a durable yet attractive FSDU (Floor Standing Display Unit) to display Hot Hands Hand and Foot Warmers across Tesco stores. The FSDU had to meet Tesco's stringent structural design and artwork requirements.

BOXMART'S ROLE

We developed a bespoke stand that complied with Tesco's specific structural and festive artwork requirements. We ran extensive and rigorous transport tests to ensure the pre-filled stand always arrived in pristine condition.

The stands were delivered to a contract packer to be assembled, filled and despatched to stores.

PRODUCTION DETAILS

The units were manufactured in two batches using the very latest in digital print technology.

TIME SCALE

Within three weeks, we'd designed, produced and delivered the entire shipment of FSDUs.

RESULTS

Unprecedented demand resulted in Tesco placing a second, larger order within four weeks of the FSDU going live in store. The unit had such a positive impact upon sales that it opened up new POS opportunities for our client.

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“Despite very short notice, BoxMart created a fantastic quality FSDU that was delivered promptly as required. They kept us informed from design to completion and the customer service has been of an exceptional standard.”

Kobayashi Healthcare

Bespoke Bags

We offer a comprehensive range of bags to meet all your requirements. Here are some of the most popular options.

BOUTIQUE BAGS

These premium bags can include cord or ribbon handles and incorporate a wide range of luxurious finishes such as foil blocking, matt or gloss lamination, spot varnishes and embossing or debossing.

We can create these bags in a size to suit you. Just let us know your required dimensions.

PAPER KRAFT BAGS

Typically used as a more economical solution and for longer runs, these generally feature twisted paper handles or flat folded handles. Let us know your preferred dimensions and number of print colours in order for us to provide a quotation.

CANVAS BAGS

Also known as 'Bags for life' these are ideal for retail sales, events or incentives and keep your brand in mind for longer! We can print directly onto each bag or, if you wish to use bolder colours, photos or detailed graphics, we would recommend a heat transfer.

POLYPROP WOVEN BAGS

We're seeing an increasing trend towards these longlife bags. They're extremely durable, tear resistant and can be made out of recycled materials such as plastic bottles.

The use of screen printing or heat transfers helps create a striking finish that is both bold and colourful.



FAST FACT

BoxMart frequently co-ordinates client's deliveries of bags, POS and FSDUs to multiple locations including overseas.

BoxMart's Stock Boxes

INSTANT PACKAGING SOLUTIONS

As well as offering bespoke packaging solutions, BoxMart also offers a wonderful range of stock boxes that can be easily ordered online and delivered within two working days.

The majority are flat-packed for easy storage but are quick and easy to assemble.

TAKE YOUR PICK

We offer over 50 boxes and for many you can select a different colour lid to your base, so there's over 90 different colour combinations. They're available in packs of 25 (less for larger boxes) and the minimum order is just one pack.

BRANDING OPTIONS

Stock boxes can be customised with your own logo or corporate colours

FOR INSTANT PERSONALISATION

Our 'Frame-it Box' has a picture frame lid that holds anything from a photo to an invitation. Ideal for creating bespoke corporate gifts and instant promotions.

WINDOW DRESSING KIT

A graduated tower of four of our best selling boxes and you get five of each of them so, that's 20 boxes per pack! A great way to create consistent window displays in numerous locations.

FAST FACT

BoxMart also supplies tissue paper and ribbons, both of which can be branded.



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A selection of our stock boxes





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