

Universal AIR|MAT™ Solution

Samuel Grant Universal AIR|MAT™ products is a valued in-box protective solution across multiple industries/sectors and applications. From electronics and consumer goods to automotive and industrial engineering AIR|MAT™ has a proven track record.



The Challenge

Traditional solutions such as bubble wrap, low-grade air pillows, or foam sheeting fail to deliver a versatile and on-demand product that matches the high levels of impact resistance, puncture strength, and long-term reliability of our universal AIR|MAT™.

Clients across different sectors reported common issues:

- Damage rates due to weak or inconsistent cushioning materials (e.g., bubble wrap bursting under compression).
- Complexity of SKUs, with separate solutions needed for different product types and weights.
- Costly pack out inefficiency due to no poor standardisation and limited automation options.
- Poor sustainability credentials, as many market alternatives were non-recyclable, low in reuse potential or poor in their CO2 footprint.
- Storage inefficiencies, with bulky materials occupying valuable warehouse space

Our Solution

Our Universal AIR|MAT™ solution is a reinforced, recyclable inflatable roll system that delivers superior durability and performance compared to other market options.

Key Features/Benefits:

- **Universal application:** works across industries and product types, from fragile glassware and electronics to heavy industrial components.
- **Robustness:** engineered with multi-layer film technology for superior puncture resistance and long-lasting inflation retention.
- **Versatility:** supplied in continuous rolls, perforated and adapted for wrapping, layering, void-fill, or interleaving.
- **Storage Efficiency:** Delivered flat, inflated on-demand at point of use. Reducing warehouse space requirements by up to 80% compared to traditional materials.
- **Sustainability:** 100% recyclable film, supporting client environmental goals.

Results & Impact

- **Damage reduction:** Product damage in transit reduced by 60–80%, outperforming traditional bubble wrap and air pillows.
- **SKU simplification:** Multiple packaging materials replaced by one universal AIR|MAT™ roll, streamlining procurement and storage.
- **Space saving:** Flat-packed rolls saved up to 80% storage space compared to bulky alternatives.
- **Customer feedback:** End-users praised the robustness of AIR|MAT™, reporting it maintained inflation and protection even after extended distribution cycles.
- **Sustainability:** 100% recyclability supported client ESG/CSR commitments, helping transition away from non-recyclable plastics.

Samuel Grant's universal **AIR|MAT™** solution has established itself as a market-leading alternative to traditional protective packaging. Its robust design, adaptability, and universal applicability make it an ideal single-use solution across industries; providing improved protection, reduced costs, streamlined supply chains, and measurable sustainability benefits.

By offering a truly universal and much more robust solution than other market options, **AIR|MAT™** enables businesses to confidently standardise protective packaging across a wide range of applications.