

Improving transit packaging as demand grows

A bespoke solution developed through a packaging audit

A growing UK bathroom products company approached Samuel Grant Packaging as part of a wider review of its packaging operation.

As volumes increased and distribution became more varied, the team wanted to make sure their packaging was keeping pace. Products were arriving in the UK from an overseas supplier in a format that had worked well historically, but was starting to feel less aligned with the needs of a faster-moving, higher-volume business.

Most deliveries were handled through the company's own fleet, with a smaller proportion moving through courier networks. It was within this courier channel that the opportunity for improvement became clearer, particularly around handling consistency and preparation for dispatch.

For certain larger or more delicate items, including sinks, additional packing steps were being introduced before goods left the warehouse. While this helped ensure products arrived safely, it added time into the process and placed extra pressure on the team during busy periods.

The materials in use, including foam corner protection and plastic wrap, also presented some limitations as the product range expanded. They weren't always easy to apply consistently across different items, and the business was increasingly looking for options that better supported its sustainability goals.

Samuel Grant Packaging carried out a full audit to understand how packaging was performing day to day, both in the warehouse and through the distribution network.



A more consistent approach

The outcome was a fully corrugated, made-to-measure transit packaging design that could be used across the product range without the need for additional materials.

The new packs were developed to fit each product securely using folded and interlocking cardboard components. This created a strong structure around the product while keeping the packing process straightforward for the warehouse team.

Because the design was consistent and easy to apply, it removed the need for the extra preparation steps that had previously been required for some items.

What changed in practice

With the new packaging in place, products could move more smoothly from inbound delivery through to outbound dispatch. The need for repacking was removed, which helped free up time on the warehouse floor and reduced pressure during peak periods.

Handling through courier networks also became more consistent, particularly for more delicate items, giving the team greater confidence in how products would arrive.

At the same time, moving to a fully corrugated solution meant the packaging was widely recyclable, supporting the company's move towards more sustainable materials without adding complexity.

The overall result was a packaging approach that was easier to manage, more consistent in use and better suited to the scale the business was now operating at.

Looking ahead

Samuel Grant Packaging continues to work with the business as it grows, making small adjustments where needed and ensuring the packaging continues to support both operational efficiency and future plans.