

# Dutch Design company is looking for sustainable, sturdy packaging of large bulky interior products

## Summary

|                                      |   |                        |
|--------------------------------------|---|------------------------|
| Profile type                         | Company's country                                     | POD reference          |
| <b>Technology request</b>            | <b>Netherlands</b>                                    | <b>TRNL20230521001</b> |
| Profile status                       | Type of partnership                                   | Targeted countries     |
| <b>PUBLISHED</b>                     | <b>Commercial agreement with technical assistance</b> | <b>• World</b>         |
| Contact Person                       | Term of validity                                      | Last update            |
| <a href="#">Rita Elste - Tomsone</a> | <b>22 May 2023</b><br><b>21 May 2024</b>              | <b>22 May 2023</b>     |

## General Information

### Short summary

A well-known Dutch B2C international, online lifestyle and interior design company is looking for sustainable, sturdy packaging of large bulky interior products to start using a minimum of packaging materials, away from foam or plastics. The company is offering a commercial agreement to intended supplier (or co-development) with expertise in international shipping of bulky products, sustainable packaging, materials technology and product development with an optional lab or testing facility.

### Full description

The Dutch company has over 20 years of experience in the interior design and lifestyle industry. With furniture, lamps, home accessories, garden furniture - and of course with the old, familiar beanbag, the company make many homes, gardens, offices and parties more cheerful.

The Dutch SME has set a goal to start using a minimum of packaging materials, away from foam or plastics (which are used to protect furniture) and move towards using recycled, renewable or biofriendly materials or reusable packaging.

With former testing partners, they have not found solid, renewable or reusable replacements for all products yet and now need to map out how to find more sustainable but equally effective packaging that fits their international logistics as a B2C player. This challenge gives the chance to come up with ingenious more sustainable packaging solutions for their major products with the help of experts.

For the company's most iconic product the beanbag they are looking for a sustainable solution: The empty beanbag covers come in flat-packed from their supplier and is then filled with EPS at our warehouse. From there, products are shipped worldwide in a large recycled cardboard box. EPS is a small air-filled ball that can shrink and pop up again. This means the shipment contains a lot of volume and air in the EPS, which should be more efficient. But also the size of the box for the size and shape of the product should be more ingenious. The company has already removed the extra packaging material such as a plastic bag that used to be around the beanbag as well. Characteristics beanbag: SIZE: 180 x 140 cm / 71 x 55 inches, WEIGHT: 6.8 kg/ 14.10 pounds, Packaging: 60 x 60 x 110 cm

How can the Dutch company improve its current packaging of large bulky interior products to achieve optimal and sustainable shipments AND returns?

- while ensuring our interior products arrive in mint condition;
- the amount of packaging is minimalized;
- while the packaging is usable for return shipments and/or the consumer is facilitated.

Important parameters:

- International online player
- Large/ bulky format products, some delivered plug & play and some require further assembly by the end user.
- Packaging: durable yet sturdy enough for international online shipping.
- Sustainability & customer convenience must go hand in hand; as an example to enable the consumer to return in the original packaging in case of warranties/right of return.
- vacuum-packaging is applied to several bulky products to reduce shipping volume.
- Vacuum-packaging gives several advantages on the costs of packaging and shipping costs. Less air is being shipped around which means less packaging material and less space needed during transport/storage. The disadvantage is that after opening, it is difficult or impossible to return it in the same packaging.

The company is looking for an intended supplier or co-development but are open to determine this further depending on the outcomes. The solution can be virtually turnkey but they are also open to innovative ideas, including fundamentally new approaches (TRL 1-9), which requires materials technology and product development. Perhaps also a lab or testing facility to test whether packaging is sturdy enough and satisfactory.

The Dutch company is operating worldwide and as such it can open new markets for a future partner.

**IMPORTANT NOTE:** This technology request is part of an innovation challenge and is published on an open innovation platform from the 22th of May 2023 and will close on the 26th of June 2023. If an organization does express interest in collaboration with this company before closing date, it will be guided through this open innovation platform and be introduced to the company's experts. Mind that posts on this platform are not confidential. Next step is that the company will select the SMEs with whom they would like to cooperate in the development of the solution.

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Advantages and innovations

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Technical specification or expertise sought

- Sustainable materials technology
- Product development
- Packaging of bulky goods (send internationally)
- Reusable packaging

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Stage of development

Sustainable Development goals

- **Goal 12: Responsible Consumption and Production**

IPR Status

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## Partner Sought

Expected role of the partner

The company is offering a commercial agreement to intended supplier (or co-development) with expertise in international shipping of bulky products, sustainable packaging, materials technology and product development with an optional lab or testing facility. The partner should be an intended supplier or would like co-development with the Dutch company. The solution can be virtually turnkey, but the Dutch company are also open to innovative ideas, including fundamentally new approaches (TRL 1-9), which requires materials technology and product development.

Type of partnership

**Commercial agreement with technical assistance**

Type and size of the partner

- **SME <=10**
- **SME 50 - 249**
- **SME 11-49**

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## Dissemination

Technology keywords

- **11009 - Creative products**

Targeted countries

- **World**

Market keywords

- **07004005 - Furnishing and Furniture**
- **07004003 - Home furnishing and housewares**

Sector groups involved

## Media

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Images



[Beanbag1.jpg](#)