

Case study: the ecological transformation of the Medovník packaging

The company Vizard, known for its highly popular honey cake, faced a challenge in the sustainability and efficiency of its packaging design. Their octagonal packaging, while visually appealing on shelves, was unsustainable from a manufacturing and environmental perspective.

Problem: In analyzing the entire supply chain, we identified several key issues:

1. High waste production: The design of the octagonal packaging led to a significant amount of corrugated waste during its production.
2. The complexity of the design was slowing down the packaging process, increasing costs and reducing productivity.
3. Risk of product deterioration: Due to its design and the unfortunate locking of the bottom of the packaging, the product was at risk of falling out.

Innovation goals: the main goal was to develop packaging that:

1. significantly reduce waste and material consumption.
2. Simplify and speed up the packaging process.
3. It will maintain the attractiveness of the product on the shelves.
4. Eliminates risks and reduces carbon footprint.

Innovation process: our team approached the challenge proactively and designed a completely new packaging design. The key elements of this design were:

1. Compactness and efficiency. The mapping of the supply chain allowed the packaging performance to be reviewed and the composition of the material, i.e. the individual papers, to be optimised.
2. Reduction of assembly time: optimising the design made it possible to reduce the time needed to manually assemble the packaging.
3. Visual continuity.
4. Sustainability as a key element of growth: The case of the Gingerbread House shows that sustainability can be a key element of business growth and competitive advantage. The change in packaging strategy not only brought immediate economic and environmental benefits, but also laid the foundation for the company's long-term sustainable growth. Saving 56% of carbon emissions (29 tonnes of CO₂) is a significant step forward.

Aware of the wider implications of its decisions, Honeycomb has also contributed to raising awareness of sustainable business practices in its sector. The company's example shows that innovation and environmental responsibility can have a positive impact not only on the company itself, but also on the industry and society as a whole.

The importance of this case study goes beyond the technical and business aspects of packaging transformation. It is a story about how sustainability can be effectively integrated into everyday business practices and how it can inspire other companies to adopt similar innovative and responsible approaches. Ultimately, the Honeycomb case represents a significant step towards building a more sustainable and responsible future for business and the planet.



Contact for journalists:

Jan Kaprhál

Innovation & Marketing Manager

Jan.Kapral@smurfitkappa.cz

Tel: 724 352 297

<https://www.smurfitkappa.com/cz>