



RENATURE® Honeycomb
Specialist in Kitchenware and
Small Electrical Appliances

FROM CONVENTIONAL EPS TO RENATURE® Honeycomb

GUY DEMARLE, headquartered in Marcq-en-Baroeul, France, is known for its innovative kitchenware and small electrical appliances. Among its offerings is the CANOFEA coffee machine, which requires safe and reliable packaging for after-sales service and customer deliveries. To ensure both product protection and sustainability, GUY DEMARLE partnered with Storopack to find a future-oriented packaging solution.

PRODUCTS: Kitchenware and small electrical appliances

SCOPE: RENATURE® Honeycomb pads

"Its exceptional packaging properties such as abrasion protection, make RENATURE® Honeycomb an attractive and sustainable solution."

**MIGUEL LARRASOÑA,
REGION MANAGER MOLDING EUROPE
STOROPACK**

CHALLENGE - A SUSTAINABLE AND RELIABLE ALTERNATIVE TO EPS

GUY DEMARLE had previously relied on EPS (expanded polystyrene) packaging imported from China for the French market. While effective in protecting products such as coffee machines and kitchen utensils, EPS was not aligned with the company's sustainability goals and involved additional logistics costs. The challenge was clear: identify a packaging solution with the same protective properties as EPS, but without the need for costly investment in new tools and with a significantly lower environmental impact.

STOROpack



PERFECT PROTECTIVE PACKAGING

SOLUTION -

RENATURE® Honeycomb BY STOROPACK

Storopack introduced GUY DEMARLE to its innovative RENATURE® Honeycomb solution. This packaging combines honeycomb panels with shock-absorbing cushions made from vegetable starch, offering extraordinary protective properties. As an added advantage, it can be fully recycled alongside paper. The combined pads are put together to form 3D shapes and thus tailored to the customer's shipping goods. The advantage of RENATURE® Honeycomb's innovative combination is that the packaging solution places the pads in exactly the right position for optimal shock absorption. The decision-making process was supported by prototypes, which allowed GUY DEMARLE to test realistic solutions before project launch.

Prior collaboration with Storopack on rEPS packaging laid the foundation for trust and smooth cooperation. rEPS (recycled expanded polystyrene) is another sustainable alternative to conventional EPS in the Storopack portfolio, made from up to 100% recycled material.



RESULT -

SUSTAINABILITY AND HIGH PROTECTIVE PERFORMANCE IN ONE

GUY DEMARLE has successfully implemented Storopack's RENATURE® Honeycomb for the reliable packaging of its coffee machines and kitchenware items. The new solution ensures the same protective performance as EPS while eliminating the need for tooling and reducing logistics costs.

With Storopack's RENATURE® Honeycomb, GUY DEMARLE has transitioned to a packaging solution that combines sustainability, efficiency, and high protective performance - ensuring safe deliveries while meeting environmental goals.

STOROPACK – PERFECT PROTECTIVE PACKAGING

Wherever in the world you send your products, we want them to be well protected while in transit.

ALL BASES COVERED

We at Storopack would like to offer our customers the very best, which is why we place great importance on the ability to listen, comprehensive consulting, and long-term services across all sectors. Our products and solutions are tailored specifically to your requirements. We support you until you achieve the ideal results and even beyond – locally around the world.

 **More about RENATURE® Honeycomb:** www.storopack.com/renature-honeycomb

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