



Helping a Kids' Apparel Brand Make a Complete Switch to Sustainable Packaging

The Challenge

A popular kids' lifestyle and merchandise brand came to us with a bold vision: to *eliminate plastic from all their packaging—from product packaging to e-commerce shipments. Their goal wasn't just to look sustainable but to be authentic in front of an increasingly eco-aware parent demographic. However, their product range was diverse, and the packaging needed to balance safety, branding, and function—all while being gentle on the planet.

Our Role

We worked closely with their design and operations team to rethink their entire packaging ecosystem—from scratch. Every element was considered: inner wrappers, protectors, tapes, and even shipping mailers. We introduced a curated mix of FSC-certified Hexa paper, compostable bio-based transparent Garment Bags, and compostable bio-based sturdy Shipping Mailers.



We ensured the packaging maintained the brand's playful, premium feel, while keeping it completely plastic-free and certified compostable. All materials were safe, child-friendly, and compliant with Indian and global sustainability standards.





The Outcome

- * 100% switch to plastic-free packaging across all product lines and shipping
- * Positive customer feedback, especially from eco-conscious parents
- * Packaging became a brand differentiator, with unboxing experiences aligned to their values
- * Certifications provided: FSC, ISO 17088

Why It Mattered 🦋

This wasn't just a packaging update—it was a values alignment. Watching their team light up seeing final prototypes that matched their vision was a proud moment for us. For a brand built around children, it felt right to protect the future we're handing down to them.

