

PETIT BATEAU CHOOSES VERPACK'S FOLDING BOX

VERPACK'S FOLDING BOX CONCEPT CONTINUES TO WIN OVER BRANDS WITH ITS COMBINATION OF INGENIOSITY AND ELEGANCE. PETIT BATEAU IS NOW LAUNCHING ITS OWN VERSION, WITH TWO ADDED VALUE FORMATS TO BE OFFERED IN STORE AND ONLINE.

Founded in Troyes in 1893, Petit Bateau is synonymous with quality and French savoir-faire. The inventor of the cotton panty, Petit Bateau has accompanied families for more than a century, manufacturing long-lasting garments that are handed down through the generations. Petit Bateau has chosen to develop, in partnership with Verpack, a made-to-measure gift box with strict quality criteria like a precious case.

For a successful partnership, stringent quality specifications were established as follows:

- **Supporting French industry** by collaborating with a workshop near its logistics platform outside Troyes. The partnership with the facilities in Migennes and Avallon, in Burgundy, was the perfect fit.
- By charging a fee for a high-quality box, **the customer plays an active role in the act of purchase, thereby limiting waste**. Petit Bateau seeks to educate consumers about resources. With its refined design and sturdy structure, the box is perfect for reuse.
- **Protecting biodiversity** through the use of recycled materials whenever possible. As such, 56% of the weight of the box comes from recycled fibers, and the FSC certified cardboard used comes from sustainably managed forests.
- **Supporting industrialization** by limiting the number of formats to two sizes, for which Verpack's teams created a custom design and developed the tooling necessary for automated production to promote the flexibility of order management.

TWO CUSTOM DESIGNS

The box is made up of a tub and lid made from micro-flute corrugated cardboard, allowing for a reduced weight. It is coated on three surfaces with printed paper and held closed thanks to an elegant ribbon. Each reference (cardboard and paper) is certified FSC and the (uncoated) coating paper is made in part from virgin fibers, its pristine white color enhancing the sense of quality. The brand's signature blue color is protected with a matt varnish.

Throughout the project, the teams at Petit Bateau and Verpack worked in close collaboration to find the best compromise between materials, perceived value and quality for reuse, creating a pack designed to limit waste and engage the consumer.