

# Safeguarding Biscuiteers' delicate biscuits with sustainable cushion pads

Since 2007, Biscuiteers has been delighting customers with their beautifully hand-iced biscuits and sweet treats, often sold as thoughtful gifts for special occasions. From Happy Birthday biscuits to New Baby, Back to School, or Christmas treats, these biscuits are sent around the world, making product protection essential to maintaining Biscuiteers' high standards.

With most orders placed online and shipped directly to customers, helping every biscuit to arrive in pristine condition is critical. Biscuiteers came to our Food Contact Packaging (FCP) team in search of a solution, and they jumped at the chance to help. Biscuiteers had been using cushion pads from a different supplier for a while but reached out to Smurfit Westrock, via a website enquiry, hoping to find an even better protective packaging solution.

## A packaging solution that hits the sweet spot

When shipping delicate biscuits across the UK and beyond, Biscuiteers needed high-quality product protection to keep their treats in perfect condition. That's why they turned to Smurfit Westrock's tried-and-tested biscuit cushion pads. With extensive experience in protective packaging, the FCP team offer specially designed 3-ply and 5-ply cushion pads that help to shield fragile biscuits during transit. These protective pads prevent crushing and damage, helping each biscuit to arrive looking just as perfect as when it left the bakery.

The impact of this solution is clear: fewer broken biscuits, fewer costly returns, and most importantly, happy customers. By incorporating cushion pads into their packaging, Biscuiteers can confidently ship their orders, knowing each biscuit is fully protected during transit. Improper packaging can quickly turn a thoughtful gift into a disappointment - not just for the recipient but for the sender, too. And for Biscuiteers, it can mean refunds and cause their reputation to crumble. The overall unboxing experience is part of the gift, and the addition of cushion pads means that every recipient's first impression is a positive one, preserving the sense of joy and excitement that comes with receiving a beautifully presented gift.

## Going beyond protection

As well as protecting the hand-crafted biscuits, the cushion pads are 100% recyclable, making them a perfect fit for Biscuiteers' sustainability goals. In today's market, customers are increasingly conscious of a brand's environmental footprint, and using sustainable packaging solutions adds another layer of value to the Biscuiteers brand.

Biscuiteers can assure their customers that they are not only receiving a high-quality product but also supporting a brand that cares about the planet. It's a win-win for the planet and Biscuiteers' bottom line.



## The perfect partnership for Biscuiteers' future

By partnering with Smurfit Westrock, Biscuiteers has found more than just a packaging solution; they've gained a strategic partner dedicated to enhancing their brand and ensuring customer satisfaction. With fewer damaged products, reduced returns, and sustainable materials, Biscuiteers can continue to deliver sweet moments to their customers worldwide.

Liliana Bonilla, Head of Purchasing at Biscuiteers said: "Our biscuits are a labour of love, and it's crucial that they arrive in the same perfect condition we send them in. Smurfit Westrock's cushion pads have been a game-changer for us. Not only do they protect our biscuits during transit, but they also align with our sustainability values. Knowing that our packaging is both effective and sustainable gives us and our customers peace of mind."

Lisa Cunningham, Operations/Customer Service Manager at Smurfit Westrock reflects: "Working with Biscuiteers has been a fantastic collaboration. We're proud to provide a packaging solution that not only protects their delicate biscuits but also supports their sustainability goals. It's exciting to partner with a brand that values quality and environmental responsibility as much as we do."

With protective cushion pads in place, Biscuiteers can confidently deliver more than just biscuits - they're delivering a flawless, memorable gifting experience that delights customers and strengthens their brand for the future.

**Get in touch** with our talented team to find out more about cushion pads and a range of food-grade, BRCGS-certified protective packaging solutions today.

For more information visit [smurfitkappa.com](https://www.smurfitkappa.com)