

SOBER & CO

For every food and beverage manufacturer out there, there's one common nightmare- their glass bottles being cracked, chipped, or shattered upon delivery. And, Sober & Co. was no exception in having this fear.

They partnered with KIG with a shared vision: ensuring their premium beverages arrived at customers' doorsteps in perfect condition. We saw this as a chance to flex our problem-solving muscles and craft a custom solution.

Even a minor bump during transport could result in a costly mess, damaging their brand reputation and customer trust. Our mission was clear: design packaging that not only protected the bottles but also elevated the unboxing experience.

The solution? Boxes with specially designed lids featuring perfectly sized holes – like cozy spots for each bottle to snuggle into! But these weren't just random holes. We meticulously crafted them to prevent the bottles from budging an inch during their journey. It was all about guaranteed safe delivery.

Today, when consumers raise a glass of Sober & Co.'s beverages, they can do so confidently, knowing each sip is the result of a seamless partnership dedicated to delivering excellence.

Inspired by this story? Are you looking for a reliable partner who prioritises protective packaging? Let's collaborate and achieve success together!