

MAX PACK

Mr Ralph
Case Study



GETTING STARTED

Mr Ralph is a small online designer lighting business based in Paeroa, run by Rachel and Kevin Williamson. Long before starting Mr Ralph, they had heard good things about OfficeMax and Account Manager Jo Bromby from friends and family who were customers. When they started their business in 2013 they knew exactly where to go for their stationery, which led to the purchasing of other items such as cartons, box labels and other packaging items.

With a split of 30% Commercial and 70% Retail customers, Rachel's main focus in the early days of the business was setting up a quality website and ensuring a good customer experience. The packaging of items was wholly ad hoc and each delivery consisted of various items such as polystyrene and newspaper doing their best to protect the precious lighting products inside. Rachel found that this was creating issues for their end to end customer experience; at one end they were delivering an awesome website, with great service, however when customers received their items, the packaging didn't quite reflect that.



“Our items are safer in their packaging than they ever have been, and when customers receive their products, they are tidy and look professionally wrapped”

Finding a solution

While Rachel worked on the website and customer experience, Kevin started to work on the efficiencies of the warehouse. While tidying and setting up systems a decision was made that better packaging was important, and Kevin set about finding a solution.

Rachel says of working with Jo: 'We'd dealt with Jo in the past. It was really great that she knew everything and any e-mails were answered straight away.'

Rachel and Kevin started with a trial of the New Air IB Express, or iBubble machine first – a machine that creates inflatable cushioning. After a month they decided to make the purchase. They swiftly decided to also trial the Fill Air Rocket inflatable air pillow packaging system and before long decided to purchase one of those as well.

Bubble the benefits

Rachel and Kevin have found several benefits to using the Sealed Air and iBubble machines. Brand perception and product protection; the main catalysts for purchasing the products, have proven themselves to be the most important benefits.

To their surprise they also discovered benefits beyond those expected. There is the saving of time and energy on trying to find packaging (things like Styrofoam, bubblewrap, paper, newspaper - often sifting through packaging in boxes they received). There's also the added bonus of suddenly having more space in the warehouse; the two machines take up minimal space, and have taken the place of the various piles of items collected and used for packaging.

Of the machines themselves Rachel says: 'they are really easy to use, they require minimal training, it's really just a push of a button'. The machine is used primarily by their warehouse staff member Dan and co-owner Kevin, however Rachel has said she also sometimes uses it when it's required.

'We love OfficeMax – the website is easy to use, we've never had any issues, and we love Jo.'



“The Sealed Air and iBubble machines have saved us tremendous space in our warehouse, and time sourcing bits and pieces to protect precious items. We also know it’s a product we can rely on to keep items safe in transit – I would highly recommend these machines to everyone, no matter how big or small their business.”

**Are you looking for quality packaging solutions?
Contact us on 0800 426 473**