



Packaging challenges overcome

Improvements in your packaging can lead to significant savings for your business. Whether your goals are to reduce product damage, decrease freight costs or improve sustainability, we can customise a packaging solution that aligns with your company's goals.





TAEGER

Optimised Traeger Grills packaging offers improved customer experience

“Traeger has been able to leverage Trillora’s design expertise [and] experience to supplement our constrained resources as it relates to packaging engineering, which has proven very valuable in improving product design and overall product quality.”



Trevor Remetta
Traeger’s Director of Global Sourcing

Challenge

Traeger Grills approached Trillora to redesign their Pro Series packaging. They wanted leaner, sustainable and Amazon-compliant packaging that reduced their damage rate and enhanced the customer experience.



Solution

We optimised the design and materials of their packaging to make it simpler and more efficient for packout in the factory, and to ensure that it properly protected the product during transport.

Results

- Eliminated all EPS foam
- Improved customer experience
- Passed ISTA 1A, 3A, 3B and 6A testing



Reduced inner box by 45%



We removed 156,000 lbs
(70,000 kg) of EPS foam
from Traeger's packaging,
which is approximately
one American football
field that extends
6 ft (1.8 m) high.