

# Reference case

## Husqvarna/Partner

### *PlyPak consumer packaging solution for power tools*

#### **The Husqvarna/Partner Case**

Husqvarna is one of the world leaders in outdoor maintenance products for parks, forests and gardens. Husqvarna's wide product range consists of models for both professional users and consumers. Typical applications include chainsaws, power cutters, trimmers, brush cutters, blowers and riders.

Husqvarna wanted a new packaging solution for their chain saws. The requirements were for a strong box with compartments for the saw, the spare parts, the tools and the bottles. The box should be as small and light as possible and the products must be easily accessible. As the box will be purchased by end-customers, it should be a consumer packaging.

#### **The Nefab Solution**

A team from Nefab and Husqvarna worked together to produce a Nefab PlyPak solution which could hold all products as requested. The locks, handles and UV-coating used were a standard solution, however the inside of the box was customised with plywood dividing walls shaped to fit the products.

#### **The Benefits for Husqvarna/Partner**

The plywood box adds value for the end consumer, so Husqvarna can take full charge for the box when they sell it together with the saw and all the equipment.

The largest number of boxes for power products is allocated to a special type of power cutter that is produced by Partner a subsidiary to Husqvarna. This box has the same design as the chain saw box. Again, it has standard components but with specially designed internal walls of plywood to fit around the products. Husqvarna and Partner pack the boxes before they send them to the stores. The products and the accessories are in the same box, so no extra packing is necessary once it leaves the factory. This ensures that no products will be missing when it reaches the end customer.



The Nefab PlyPak solution for Partner



A Husqvarna/Partner power cutter