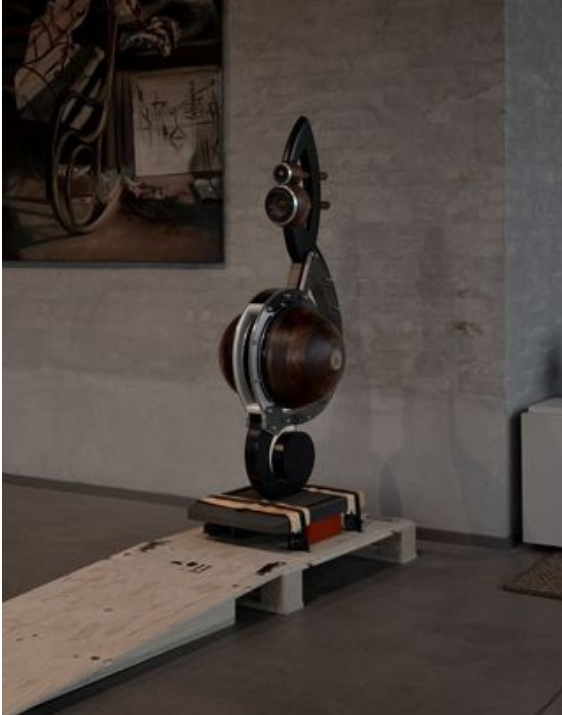


**Product:** High-End Audio Loudspeaker

**Country:** HQ Denmark, Worldwide

**Task:** Create a secure packaging for the recent TCA-Loudspeaker that enhance unboxing experience, ensure product safety, sustainable, easy to disassemble and if needed to move the loudspeaker

**Result:** customised packaging solution with Qik Clip system for Treble Clef Audio customers



## CHALLENGES TO DESIGN A PACKAGING SOLUTION

### Unique Geometry and Product Design

The main challenge that Treble Clef Audio's founder Ole faced, was the distinctive shape of the TCA-M Loudspeaker, and ensuring protection during transportation. By working closely together, we addressed this by leveraging their 3D visualisation program to calculate and design precise contact points. We ensured the packaging provides protection against shunting impacts while preserving the integrity of critical surfaces.

### Direct-to-Consumer Delivery

Recognizing that the packaging would be sent directly to end-users, Clip-Lok SimPak ensured that the box was designed to fit into common spaces like lifts and door frames, facilitating trouble-free passage into living rooms where the speaker would be unboxed.

## CUSTOMISED PACKAGING CREATED BY CLIP-LOK SIMPAK

### Aesthetic Design Integration

The packaging is not just a protective shell. Clip-Lok SimPak created customised packaging for Treble Clef Audio to complement the TCA-Loudspeaker's aesthetics, providing a cohesive visual experience for consumers.





## CUSTOMISED PACKAGING CREATED BY CLIP-LOK SIMPAK

### **Safety during Transportation**

The packaging not only ensures the safety of the TCA-Loudspeaker during domestic and overseas transportation. Moreover, it also incorporates features to protect against shunting impacts, maintaining the speaker's integrity.

## CUSTOMISED PACKAGING CREATED BY CLIP-LOK SIMPAK

### **Ease of Assembly and Disassembly**

The packaging is designed for user convenience, allowing for easy assembly and disassembly without the need for tools. Users can unbox their TCA-Loudspeaker with just their hands, enhancing the overall unboxing experience. Moreover, the packaging configuration enables the box to be flat-packed, facilitating the relocation of the loudspeaker.



## CUSTOMISED PACKAGING CREATED BY CLIP-LOK SIMPAK

### **Sustainability**

Sustainable approach reflects both companies' commitment to environmental responsibility. The packaging is crafted with plywood and steel, making it a sustainable choice that aligns with Treble Clef Audio's policies.