

JAMES CROPPER :

PERRIER JOUËT BELLE EPOQUE COCOON

CRITERIA APPLICABLE TO THE INNOVATION

- Recyclable packaging
- Compostable/biodegradable material
- Reduced raw material use
- Conscious design
- Responsible sourcing
- Reduces waste
- Energy efficient

DESIGN

- The James Cropper in-house design team created a consciously minimal, lightweight yet elegant case that wraps around the Maison Perrier-Jouët Belle Epoque vintage champagnes in an understated way.
- Perfectly moulded to the shape of the champagne bottle, it protects the wine from light, whilst enhancing the gift experience.
- The floral anemone aesthetic, synonymous with the Perrier- Jouët brand is intricately embossed into the case.
- At the top, the case delicately fans out like a corolla around the golden foil, evoking the petals of a blooming flower.
- The clasp design is very sleek, this intricate closing mechanism is an integral part of the moulded case, so there is no need for glue.

REDUCTION MATERIALS

- Reduction in weight. Exceptionally lightweight case – just 49 grams - 93% lighter than the previous gift box.
- The case is crafted from only two nature-derived materials paper pulp (FSC approved) and 5% vine cuttings from winter pruning– nothing else.
- A circular story – upcycling waste from the wine making process to link the champagne case to the vineyards.
- The James Cropper moulded fibre packaging production based in the English Lake District uses 100% renewable energy.
- The case is paper – being made from a combination of cellulose forest and agri-fibre pulps – and so can be easily be recycled in the standard paper waste stream after use.

PROCESS OF PRODUCTION

- Use of renewable energy in production. 53.5% from on-site solar energy and hydro, 46.6% Tier 1 renewable electricity which is Carbon Trust certified.
- Paper pulp from renewable well-managed FSC certified forestry sources.
- Production facility achieved a gold rating by EcoVadis, putting it in the top 5% of all companies assessed.
- 4. Zero waste to landfill from moulded paper packaging operations.
- 5. Respectfully operating in the foothills of the English Lake District.

SUPPLY CHAIN

- The champagne bottle is offered 'naked' with the option to add the gift box, enabling the Maison to reduce orders by 23%.
- The case is stackable, so it's much easier to transport in terms of space (not transporting air as with previous boxes).
- It is so ultra-light the brand has been able to optimize palletising, and can transport 60% more finished products.
- This also allows the brand to optimise logistics, and limits the number of containers for shipping to market.

MARKET ADAPTABILITY

- The brand tested the packaging with the markets prior to launch to remove any obstacles that might exist.
- Because they are breaking the codes the brand is standing out from the crowd and getting a really positive response from their community.
- The design thinking can be adapted to other packaging, and can make a difference in terms of environmental impact.
- The minimalist approach of a moulded packaging design fits with new European guidelines on reducing wasted empty space across packaging formats.

END OF LIFE

- This paper case, made purely of cellulose fibre, can be recycled in existing paper recycling channels at end of life.
- The integral clasp can simply be opened to remove the case from the champagne bottle.
- If left in the environment the case would naturally biodegrade, but recycling is always recommended to give the valuable fibre another life.

