



BRAND
IMAGE



SOCIAL
IMPACT



DESIGN
EXCELLENCE



Eco-Friendly Packaging Wins Prestigious Award

Challenge

Organic health and beauty company Intelligent Nutrients wanted a packaging solution that would highlight the brand's environmentally conscious mission and honor the legacy of its founder, Horst Rechelbacher. A portion of the proceeds from Intelligent Nutrient's latest fragrance was designated for pollinator research at the University of Minnesota – a special passion of Rechelbacher's.

To draw greater attention to the precarious situation facing honeybees, Intelligent Nutrients envisioned a package that would evoke the blooming of a flower and the collection of nectar and pollen by bees. Intelligent Nutrients and Ted Riley of Edward the Fifth designed a front-zipper package that "blossomed in your hand" when unzipped. Executing this vision, however, was another matter.

Solution

Inspired by both the environmentally focused cause and the unique technical challenge, Taylor partnered with Intelligent Nutrients to bring their packaging concept to life. Our in-house materials science and production process experts developed a box that opened in such a way that it resembled a flower in bloom as it was unzipped. Taylor also printed the package on 100% post-consumer recycled Neenah® paper, further embodying Intelligent Nutrients' passion for the environment.

Results

Taylor's packaging know-how and production expertise helped Intelligent Nutrients honor its visionary founder in a tactile, thought-provoking way.



BRAND IMAGE

Intelligent Nutrients' brand was reinforced through its tribute to Rechelbacher, "the father of safe cosmetics."



SOCIAL IMPACT

The pollinator research so important to Rechelbacher gained new exposure through the innovative packaging.



DESIGN EXCELLENCE

Graphic Design USA recognized the effort with an American Packaging Award in the Beauty and Personal Care category.