

# Innovation in E-Commerce - Top Story



The family business *Isabella Glutenfreie Pâtisserie* of Düsseldorf has been offering gourmets gluten-free, lactose-free and vegan specialities for conscious nutrition since 2015. The result of the joint packaging development is a digitally printed shipping packaging for the shipping of delicious specialities. With the integrated THIMM parcelProof tamper-proof lock, the food box is protected from theft.



## Isabella Glutenfreie Pâtisserie

The family-owned business is passionately headed by Isabella, her husband Christof and their sons Dominic & David.

*"Together with THIMM, we have developed a food box with an originality lock that is tasteful in the truest sense of the word. Entirely in keeping with our ideas, the packaging combines innovative design, sustainable raw materials and secure sealing technology. THIMM accompanied us intensively from the idea to the final packaging development and provided us with many impulses in the process. We are very pleased at the results of the first food box for our online shop, with which we can finally send our gluten-free, traditionally produced delicacies home to aficionados", Isabella Krätz, founder of the company*



## CUSTOMER BENEFITS

### High quality printing processes & originality lock to prevent theft

- » First class printing quality and individual design possibilities
- » Use of water-based inks for indirect food contact
- » Integrated THIMM parcelProof tamper-proof lock ensures shipping package remains sealed during transportation
- » Anti-theft packaging cannot be opened without damaging it
- » The recipient can immediately see if the packaging is undamaged

### Sustainable food box of 100% corrugated cardboard without extraneous packaging material

- » No need for tape thanks to automatic floor and lock technology
- » Packaging is easy to open without aids using tear-off strips
- » Pre-glued automatic floor enables easy setup for all products that are quickly and manually packaged and finished



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