



WILDCARE

Nationwide Ecology Supplies

springpack

The Challenge

Prior to working with Springpack on an eco-friendly Paper Tape, the team at Wildcare were using a standard vinyl tape. Being a company in the **ecology sector**, it was vital to be using the greenest packaging solutions on the market. This was the challenge put to us. And by working closely with the team, we came up with a couple of **different options to suit their requirements**.

The Product Solution

Making the switch from a standard vinyl tape to an **eco-friendly Paper Tape** was the obvious choice when looking for an alternative.

And when it came to looking at either a bespoke product, or a bespoke design, we adopt 5 simple steps: **Discuss, Design, Sample, Amend and Produce**. This is the exact process we followed to provide Wildcare with their **new eco-friendly Paper Tape**.

The Result

Although the Paper Tape has only been in circulation for a few months, it's fantastic to hear everything is going well for Wildcare. Hayden, from the Customer Service and Sales Team at Wildcare, commented "**The tape looks great**. It's really aesthetically pleasing. As we re-use boxes, it ensures we can feature our brand and offer an **excellent finish** to the parcel."

In addition to the different look and feel, the Paper Tape **creates a strong bond to the carton**, offering **an extra level of security**. This, blended with the excellent branding, means the team at Wildcare are now using the **most eco-friendly tape on the market**, enhancing their own green credentials as they go.

#ecology #retail #B2B #B2C #ecofriendlypackaging #papertape
#conservation #birdbox #batbox #eco #ecofriendly #e-tape #group

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