



Making Your Product the Hero, Without Using Plastic

THE CHALLENGE

Jimmy Bryant combined his talent as an artist and his love of the outdoors to build a thriving business driven by design. From stickers and pins to t-shirts and hats, Atomicchild's recognizable products can be found in retailers across the United States. Though his business was growing, he had packaging issues: it wasn't sustainable, and it took too long to fill. Jimmy also worried his production would be interrupted because he sourced the packaging material overseas. While he recently made the switch to a bioplastic envelope, it still wasn't meeting his sustainability expectations, and it didn't solve his filling issue. He needed a better solution.



THE SOLUTION

During an extensive discovery process, the JBM team uncovered Jimmy's current packaging issues. They then designed a solution with a pressure-seal closure to eliminate his need for stapling and significantly increase the speed at which he could fill. The new sustainable packaging was curbside recyclable and biodegradable because it was designed with one of JBM's proprietary papers made with 30 percent post-consumer waste. It was also completely brandable using JBM's eco-friendly soy-based inks and incorporated a full-view window to allow the beauty of the product to shine through.

THE RESULTS

After partnering with JBM, Jimmy went from filling 1,000 stickers in one day to now filling 1,000 stickers in just two hours. By incorporating multiple functional features into one single packaging design, the JBM team reduced a 5-step process to a 2-step process and increased his packing efficiency by over 400%. Because JBM manufactures in the U.S., Jimmy has also reduced his supply chain risk.

“

The level of customer service from JBM is incredible. They really go above and beyond with everything – from finding the right solutions to keeping me constantly updated during a project.

It really made a difference for me.”

— Jimmy Bryant

