

Case Study

E-Bike Manufacturer Redesigns Packaging for New Product Launch

The Challenge

A well-known bike manufacturer was prepping to launch a new e-bike in the United States. The bike is much larger than a standard bicycle since it features a front carriage capable of holding two children. The packaging that was being used was for a European version of the product and required multiple corrugated parts to pack it securely.

Goals:

- Implement a new package for the bike without delaying the launch timeline.
- The new packaging design needed to secure the product and prevent damage during international shipping.

The Rocket Solution

After a meeting with the client and our engineering team, CAD drawings, a sample bike, and its packaging were sent to our lab. A prototype was developed on our cutting table and put through rigorous ISTA tests. The passing results from the lab tests and the new packaging solution were sent to the client for approval.

We also discovered that the pallet the product was shipped on was too short, so a new pallet type was recommended for more security.



Results

Our team developed and implemented the packaging design for the new product within the timeline required for the launch. The bike is currently being shipped to and sold in retail stores across the United States.