

PACKING SOLUTION FOR FIXING POT PLANTS AND OTHER SENSITIVE PRODUCTS

Reference Nr. B76191

CHALLENGE

The mail-order trade with potted plants or other sensitive products places particular demands on the packaging for a safe and clean transport of the goods. While the share of mail-order sales in Germany has almost increased by a factor of twenty since the year 2000, the mail-order share in the garden market has scarcely doubled in the same period. A major obstacle to the exploitation of the market potential is the problem of safe and cost-effective transport packaging. Currently, the standard is a plastic blister that has to be provided for different plant sizes and shapes, plus filling material for the cartons, so that the plant is not damaged in the carton. There is therefore a need for significantly cheaper packaging for which less and fewer packaging materials must be stored.

INNOVATION

The invention describes a packaging method for securely fixing potted plants into shipping cartons. A shrink tube and film clamps are used to fix the plant. A tighter fixing is achieved by heating the shrink tube accordingly, so that by shrinking it thereby presses the flower pot tightly to the cardboard bottom.

COMMERCIAL OPPORTUNITIES

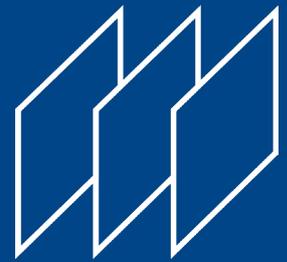
- Safe, cost-effective packaging for plants and other sensitive products.
- Only a few different packaging materials are needed.
- Worldwide, total mail-order sales in 2016 are US \$ 1860 billion. With regard to the market volumes of the regions of Asia (700 billion dollars) and the USA (600 billion dollars) and Europe (400 billion dollars) compared to Germany (60 billion dollars), international marketing seems particularly advantageous..

DEVELOPMENT STATUS

Prototype packaging was realized.



Figure: Transport packaging of sensitive goods is still a challenge



#trustedtechnologylicensing
BAYERISCHE PATENTALLIANZ

IP rights:
filed 2017
DE (pending)

Contact:
Dr. Tobias Steinel
+49 (0) 89 5480177-39
tsteinel@baypat.de

**Bayerische
Patentallianz GmbH**
Destouchesstr. 68
80796 München

www.baypat.de