



Eco-Friendly Packaging Wins Prestigious Award

Challenge

An organic health and beauty company — Intelligent Nutrients — was seeking a unique packaging solution that would highlight the brand's environmentally conscious mission and honor the legacy of its founder, Horst Rechelbacher. A portion of the proceeds from Intelligent Nutrients' latest fragrance were designated for pollinator research at the University of Minnesota, a special passion of Rechelbacher's. To draw greater attention to the precarious situation facing honey bees, Intelligent Nutrients envisioned a package that would evoke the blooming of a flower and the collection of nectar and pollen by bees.

Solution

Intelligent Nutrients and their packaging design partner, Ted Riley at Edward the Fifth, came up with the idea of a front-zipper package "blossoming in your hand as you unzip the box."

- Inspired by the challenge, Taylor partnered with Intelligent Nutrients and Ted Riley to execute this unique packaging concept.
- Taylor custom-engineered a "zipper" box that, when unzipped, opened in a way that resembled a flower in bloom.
- Taylor then printed the package on 100% post-consumer recycled Neenah paper, further embodying Intelligent Nutrients' passion for the environment.

Results

Taylor's creativity and partnership helped reinforce Intelligent Nutrients' brand values in a high-profile way.



SOCIAL RESPONSIBILITY

The package shined a spotlight on pollinator research and was a fitting tribute to Rechelbacher, "the father of safe cosmetics."



BRAND IMAGE

Graphic Design USA recognized the fragrance with an American Packaging Award in the Beauty and Personal Care category.

"It's so important to have a **nimble partner** like Taylor on packaging projects to bring the most creative visions to life."

TED RILEY

Packaging Designer, Edward the Fifth