

CASE STUDY

Whitestone Cheese



THE CATALYST

Whitestone Cheese had just got its first subscribers to its new Cheese Club; it needed packaging that would deliver their award-winning cheeses in the best possible condition to their customers around New Zealand.

The packaging not only had to keep cheeses and condiments chilled for overnight courier deliveries nationwide, it also had to be kinder to the environment than poly bins and, importantly, had to keep the product chilled at an optimal 4 degrees.

*Find out about the Chilltainers
Whitestone Cheese gift boxes...*

“We wanted a custom-made gift box for our specialty cheeses.

Chilltainers designed exactly what we wanted, using our branding.”

Whitestone Cheese



THE SOLUTION

Sustainably sourced and recyclable (and New Zealand owned and operated!)

Tamin Wilson at Whitestone started looking for an environmentally friendly alternative for couriering chilled product. “As a business, we have to move with the times and that means using sustainably sourced and recyclable packaging where possible.”

She found our Chilltainers online and liked that we were an environmentally friendly Kiwi business with some well known brands already using our Chilltainers.

Custom designed Chilltainers

Whitestone started using our standard small and large Chilltainers for their Cheese Club, but then wanted a custom made one to fit a gift box. So we designed a Chilltainer to meet their specifications: a different size to our standard 10 and 20kg Chilltainers, and using Whitestone branding on the lid. Whitestone simply sent us a sample gift box and we created a Chilltainer to fit the box snugly, with room for ice and wood wool as needed.

Tamin says, “Chilltainers whipped back a sample box to me. It was so easy. And it’s a bonus being able to have our branding on the Chilltainers as well.”

THE VERDICT

Whitestone was looking for a robust and environmentally friendly option that would keep product in top condition, even for rural deliveries that sometimes take a little longer than overnight; they say that Chilltainers tick the boxes. “Customers will tell us if something’s not right. In two years we’ve had no squashed cheeses at all!”



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Tamin Wilson
Whitestone Cheese



Cool Packaging
Saving the Earth