



BURGOPAK 

Innovative Packaging
for Health & Wellness



Introduction.

We have taken insight and inspiration from some of our favourite projects over the last few years to develop a core selection of packaging formats that form our new wellness range.

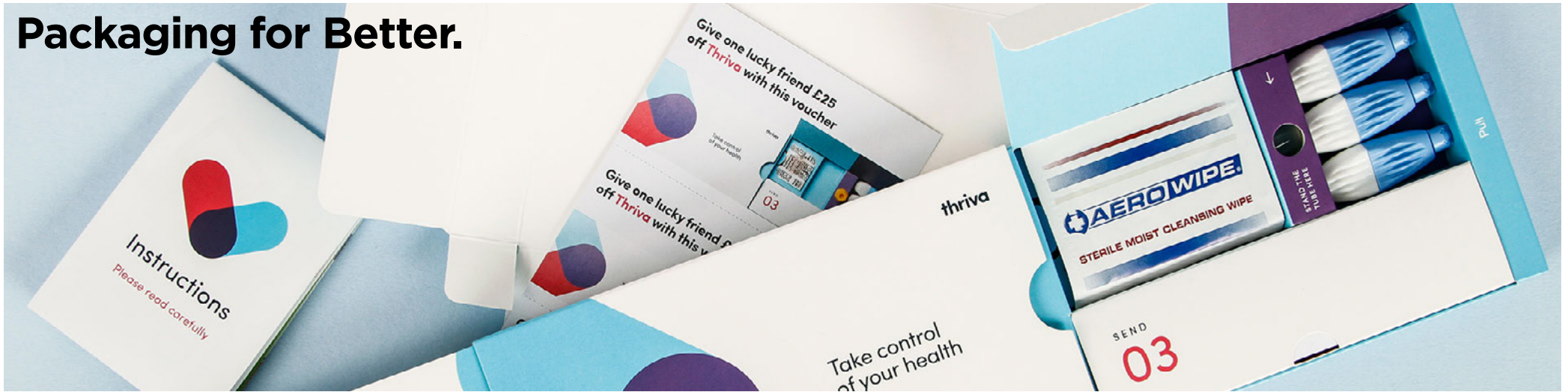
Each design is based on one of our unique, proprietary formats and delivers unrivalled customer experience through an engaging unboxing with the potential to include pertinent information along the way.

The focus has been on creating the best product experience, enhancing compliance and reducing errors all while leveraging a memorable brand experience.

A number of innovative features have been added including: an interchangeable fitment system for test kits, an entirely flat-pack design, self-mailer options and a brand new opening mechanism.

[Skip to Formats](#)

Packaging for Better.



Whether it's medicinal or diagnostic, for treatment or fitness, anything related to personal health & wellbeing can be deeply emotive.

People come pre-loaded with a mixture of anything from optimism, anticipation and motivation, to doubt, anxiety, and defeat and the experience a person has with a product will continue to fundamentally shape these feelings. We believe packaging has a huge role to play in the process and great potential to do good.

It is after all the first thing people see, its the place where language plays a role in shaping their experience and where you tell them what to do and how to do it.

Trust, dignity, accessibility, simplicity and ease of use are all important factors, rarely addressed by primary healthcare packaging.

That's why we believe it's the bit around the blister, bottle or testing apparatus that has the potential to do much of the heavy-lifting. It's the focal-point for communication and the part where you connect with the person behind the data, the condition or lifestyle.

We believe that packaging has a bright future. That responsible doesn't mean dull and premium doesn't mean over-packaged. We believe that with the right approach you can innovate responsibly.

Our 'packaging for better' mission is aimed at making continual improvements to all areas of our products. From the way they are designed to the materials used and the way they are manufactured, we aim to make good design not only affordable but a valuable and responsible investment.

Our manifesto also extends beyond our products and speaks of our commitment to doing business the right way; forming better relationships, tighter & more collaborative supply-chains, maintaining a transparent process and keeping everybody up to date throughout.

We pride ourselves on our personal service, with a dedicated Project Manager assigned to every project. Our Designers and Art-workers are also on-hand to advise and collaborate with your team to ensure the end result is, well, better than expected.



Fully recyclable paper based packaging.



Responsibly sourced paper as standard. FSC™ label, including our CoC code on request.



Self-mailer options using less material.



Carbon calculator to assess relative impact.

Choosing the Right Option.

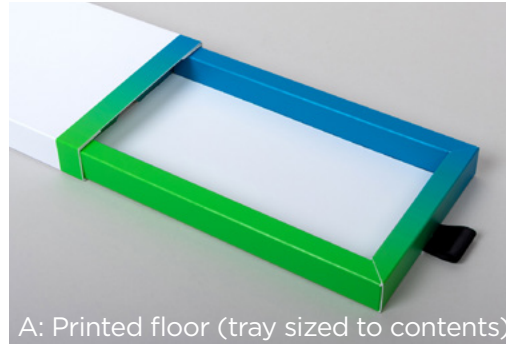
Our range of Wellness packaging consists of 4 main formats (Slider, Cabrio, Telescopic, Coupé) as well as an additional format (Rizer) which is designed specifically for e-commerce. Each format is available in a number of different variations:

AN: Tailored to a specific product such as a bottle or jar.

IF: Pre-sized & designed for generic contents, such as a blood test kit.

Other features, such as a flat-packable construction (FP) and self-mailing features are also available on certain formats.

To make things simple, we recommend selecting your preferred format(s) and then specifying the internal structure (either one of the generic fitments shown on the right, or a custom insert). Our team can then work on making any specific adjustments to the design and providing you with an indicative quote based on your required volumes.



Key Features Within the 'IF' (Interchangeable Fitment) Range

- 4 unique packaging formats.
- 4 generic test kit inserts covering; finger prick blood, swab, or saliva collection methodologies.
- Custom inserts available for medical devices, bottles, blisters etc.
- Customisable options including size, material, layout, fitment design and finish.
- Some formats available as self-mailers.
- Generic (IF) designs sized for (RM) large-letter postage as standard.
- MOQs as low as 1000 units and scalable to millions
- Manufacturing in Europe, Asia, USA
- FSC™ certified paper & supply-chain.
- Award-winning design and technical support team.

[FAQ](#)

The Formats.

Cabrio (CA)

Slider (SL)

Coupé (CP)

Telescopic (TE)

Rizer (RZ)

(Click to view)

Model Guide: CA = Cabrio, SL = Slider, CP = Coupé, TE = Telescopic, RZ = Rizer.

Feature Guide: IF = Interchangeable Fitments, FP = Flat-pack, AN = Angled Fitment, EC = E-Commerce

Cabrio (CA)



Other Formats

Cabrio (CA-AN)



Model: CA-AN



The CA-AN shown closed.



Tray can be adjusted to fit product.



Entire pack is printable inside and out.

Format: Cabrio
Code: CA-AN (Angled Fitment)
Standard Dims: N/A
Letter Box Friendly: If <25mm thick (inc mailer).
Self-Mailer Option: No
MOQ: 1000
Main Features: Dimensions and insert customisable on request.

This format is all about the big reveal. Pull out the bottom panel and the top panel simultaneously retracts to create a magical product unveiling.

This version is designed specifically for bottles, tinctures, vials and other cylindrical contents. However, the design can be customised to house almost anything, so get in touch to find out more.

NOTE: This format will require an additional mailer/envelope if sending in the post.

Opening Mechanism



Cabrio (CA-IF)



The Model, CA-IF shown with empty finger prick blood test insert.



The CA-IF design shown closed.



The format shown without fitment.



DNA swab kit with instruction flap.

Format: Cabrio

Code: CA-IF (Interchangeable fitments)

Standard Dims: 212 x 118 x 24mm

Letter Box Friendly: If <25mm thick (inc mailer).

Self-Mailer Option: No

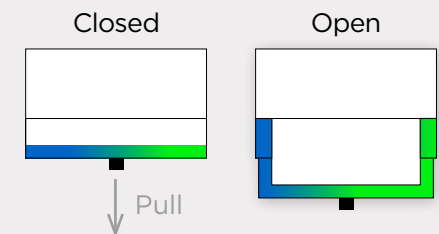
MOQ: 1000

Main Features: Fitment system for wide range of contents. Dims & inserts customisable on request.

This version of the format can be customised with a range of standard inserts. Making it suitable to hold a wide-range of products in its standard form. Further customisation is also possible for products that do not fit or if other layouts etc are preferred.

NOTE: This format will require an additional mailer/envelope if sending in the post.

Opening Mechanism



Slider (SL)



Other Formats

Slider (SL-AN)



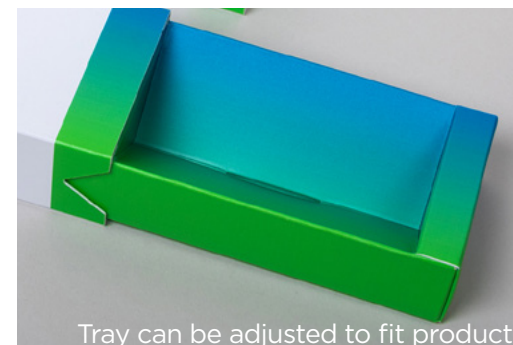
Model: SL-AN



The CA-AN shown closed.



Entire pack is printable inside and out.



Tray can be adjusted to fit product.

Format: Slider

Code: SL-AN (Angled Fitment)

Standard Dims: N/A

Letter Box Friendly: If <25mm thick (inc mailer).

Self-Mailer Option: No

MOQ: 1000

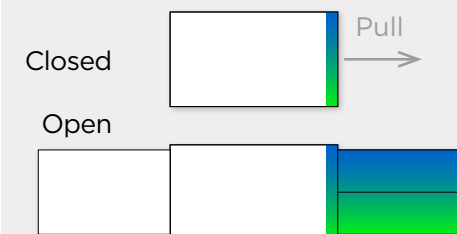
Main Features: Dimensions and tray design customisable on request.

This iconic design has helped innumerable brands wrap a stand-out customer experience around their products. Slide out the first panel and another panel simultaneously ejects from the other side. This can be used to embed instructions, stories or dynamic artwork.

This version is designed specifically for bottles, tinctures, vials and other cylindrical contents. However, the design can be customised to house almost anything.

NOTE: This format requires an additional mailer for postage.

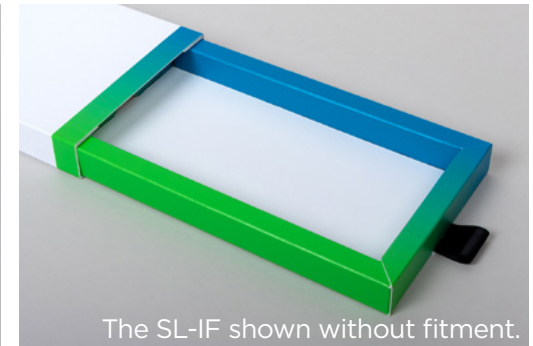
Opening Mechanism



Slider (SL-IF)



The telescopic (SL-IF) shown with finger-prick blood test fitment (empty).



The SL-IF shown without fitment.



The format with DNA swab fitment.



The SL-IF with saliva collection fitment.

Format: Slider

Code: SL-IF (Interchangeable Fitments)

Standard Dims: 212 x 118 x 24mm

Letter Box Friendly: If <25mm thick (inc mailer).

Self-Mailer Option: No

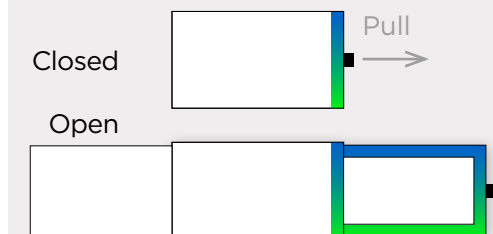
MOQ: 1000

Main Features: Fitment system for wide range of contents. Dimensions & inserts customisable on request.

This version of the format can be customised with a range of standard inserts. Making it suitable to hold a wide-range of products in its standard form. Further customisation is also possible for products that do not fit or if other layouts etc are preferred.

NOTE: This format will require an additional mailer/envelope if sending in the post.

Opening Mechanism



Slider (SL-FP)



The SL-FP shown open with the perforation to access contents still intact.



SL-FP can be shipped and stored flat.



The format shown erected and closed.



Entire pack is printable inside and out.

Format: Slider

Code: SL-FP (Flat-Pack)

Standard Dims: N/A

Letter Box Friendly: If <25mm thick (inc mailer).

Self-Mailer Option: No

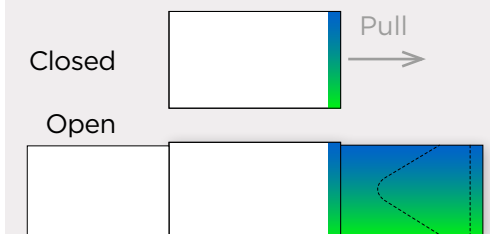
MOQ: 1000

Main Features: Supplied flat, simple and rapid assembly, potential for automated fulfilment.

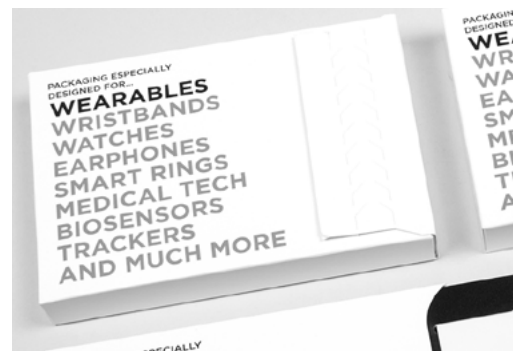
This version of the Slider can be supplied flat for more efficient storage and cheaper freight. The carton is quickly erected by closing the two end flaps. This format may also be suitable for automated fulfilment on a carton loading machine.

NOTE: This format will require an additional mailer/envelope if sending in the post.

Opening Mechanism



Coupé (CP)

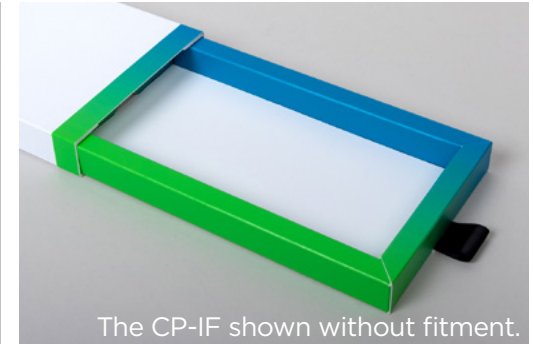


Other Formats

Coupé (CP-IF)



Model: CA-IF (custom)



The CP-IF shown without fitment.



The format with DNA swab fitment.



The CP-IF with saliva collection fitment.

Format: Coupé

Code: CP-IF (Interchangeable fitment)

Standard Dims: 212 x 118 x 24mm

Letter Box Friendly: If <25mm thick (inc mailer).

Self-Mailer Option: No

MOQ: 1000

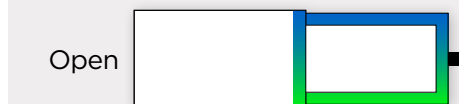
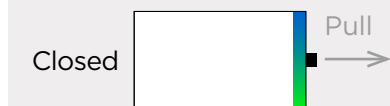
Main Features: Dimensions and insert customisable on request. Sealing flap option for mailing.

The Coupé model offers a simple, yet slick unboxing. The tray is drawn out from the cover and locks at the end its travel. The extension can also be adjusted to suit the product. This model is also the most cost-effective in our range.

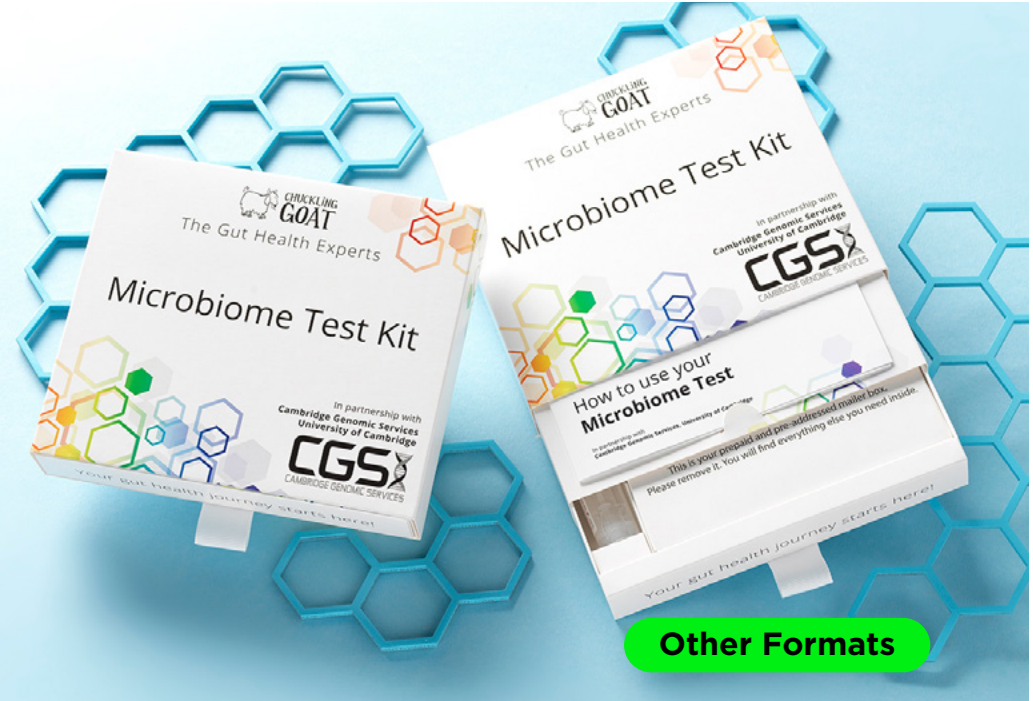
A sealing flap with easy-peel tape can also be added for mailing applications.

This version is designed specifically for bottles, tinctures, vials and other cylindrical contents. However, the design can be customised to house almost anything.

Opening Mechanism



Telescopic (TE)

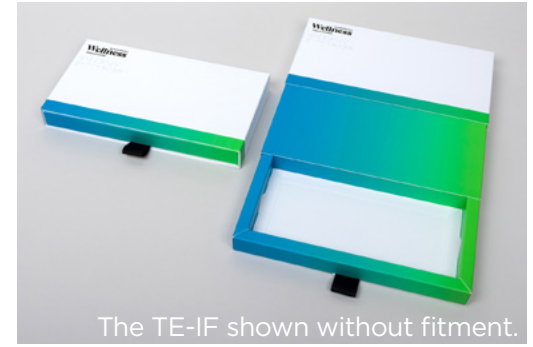


Other Formats

Telescopic (TE-IF)



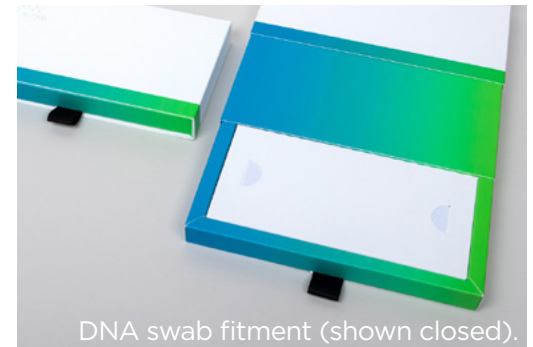
The telescopic (TE-IF) shown with finger-prick blood test fitment (empty).



The TE-IF shown without fitment.



The format shown with printable floor.



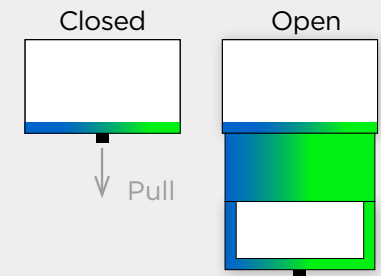
DNA swab fitment (shown closed).

Format: Telescopic
Code: TE-IF (Interchangeable fitments)
Standard Dims: 212 x 118 x 24mm
Letter Box Friendly: If <25mm thick (inc mailer)
Self-Mailer Option: Yes
MOQ: 1000
Main Features: Dimensions and insert customisable on request. Sealing flap option for mailing.

The telescopic is a great option for those looking to add impact or instructional information alongside the product reveal. Slide the tray out to engage the smooth telescopic unboxing that provides significant print real-estate.

A sealing flap with easy-peel tape can also be added for mailing applications.

Opening Mechanism



Rizer (RZ)



Other Formats

Rizer (RZ-EC)



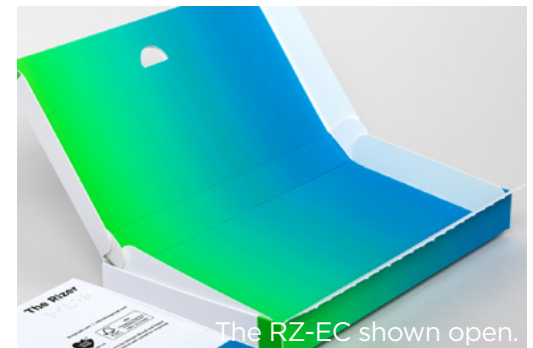
The Rizer shown closed (left) and fully open (right).



Front view (closed)



Optional sealing flap with tear-strip.



The RZ-EC shown open.

Format: Rizer

Code: RZ-EC (E-Commerce)

Standard Dims: 212 x 118 x 24mm

Letter Box Friendly: If <25mm thick
(inc mailer)

Self-Mailer Option: Yes

MOQ: 1000

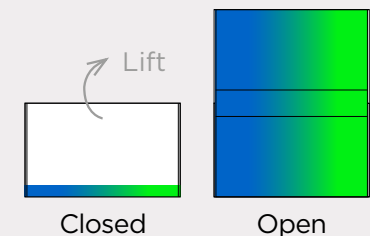
Main Features: Dimensions and insert
customisable on request. Sealing flap
option for mailing.

This format has been designed specifically to breathe life into e-comm and 'at-home health' packaging. From the outside, it looks like a fairly generic package, but open the lid and a clever articulating platform rises up to present your products.

The inside can be loose-filled with tissue paper or include one of our clever fitments for securing a wide-range of products types.

The design is available in card for small, light products or in corrugated board for larger, heavier items.

Opening Mechanism



Closed

Open

Frequently Asked Questions

Can I have a custom design?

All of the packs within our range are adaptable. It is possible to change the size, add diecuts, ribbons and other flourishes to set your design apart. However, it is important to factor this into your timeline. We will generally undertake a round of design work plus a round of amends to one design FOC. Beyond that, we may need to levy a small fee.

Where do you manufacture?

We have manufacturing in the UK, Poland, Czech Republic, Ukraine, USA, China and India.

How long does the design process take?

We always recommend sticking to one of our standard design if time is tight. For custom designs, the time can vary wildly depending on the complexity of the brief. It's usually best to discuss options with your project manager as soon as possible.

What are your production lead-times?

From receipt of the purchase order and artwork approval, production time is usually around 4-6wks if using standard materials. Delivery is typically 2-6wks depending on locations, mode of transport, size of order etc.

What accreditations do your plants hold?

Collectively, our manufacturing locations hold the following: REACH, FSC™, PEFC, BRC, SEDEX ISO9001, ISO14001, ISO22000, ISO18001, ISO45001, SA8000, PS9000. Certifications may change from site to site. Copies available on request. If you have a specific requirement, please contact your designated project manager.

How much does your packaging cost?

We have created packaging to work across a wide range of budgets. If you have a specific budget, please contact your designated project manager, who will be able to assist you in understanding what is possible within your budget.

What is your MOQ?

Our typical minimum order quantity is 1000 units but this can depend on the design.

Is your packaging recyclable?

Yes. And although some of our designs are powered by a super thin plastic band, this does not affect them being recycled. The band is simply separated during the repulping process.

Can we use recycled card?

Using recycled paper is possible when producing within Europe but it may be subject to longer lead-times, be more expensive or of a lower quality. Our general recommendation is to use paper from responsibly managed forests and we have worked hard to standardise this throughout our supply chain. For additional peace of mind we can also offer FSC™ certified stock on request.

What is FSC™ certified paper?

The Forest Stewardship Council™ (FSC™) is a global, not-for-profit organization dedicated to the promotion of responsible forest management worldwide. It is available as an option on all standard materials from our global production sites as well as on a wide range of specialist papers.

What inks and finishes should I use?

Our general recommendations are:

- Use aqueous varnish instead of laminate.
- Less than 50% coverage for foil & spot UV.
- Use water or vegetable-based inks.

Can you help ship my packaging?

Yes. An estimate can be provided once we have finalised the design, final volume requirement and have the final delivery address and required mode of transportation. Your PM will be able to advise further on timings, terms, etc.

Can you do the graphic design?

Generally speaking, no. However, our artwork team are there to help setup artwork for print and can advise on colours, finishes and specifications to ensure you're packaging arrives as expected.

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