

Helping Bee Natural Wax Melts take flight with bespoke eCommerce packaging

With dedication spanning three generations in the heart of Suffolk, this award-winning business has become a symbol of eco-friendly, natural home fragrances, aromatherapy, and essential oils, all centred around relaxation, wellbeing, and creating a personal sanctuary.

Bee Natural Wax Melts was founded by Ruth Martin and her daughter Amy Blowers during lockdown, starting in their family kitchen. It quickly expanded, leading to a purpose-built workshop and, by 2021, a move to larger premises.

What began as a small family venture has now flourished into a thriving business, located on the same industrial site as Smurfit Westrock Saxon.

Amy and her mother, Ruth, built the brand with love and dedication. After Ruth's sudden and sad passing last year, Amy continues to carry on their legacy, growing Bee Natural Wax Melts. To showcase the brand's journey and story, Amy turned to her friendly neighbours at Smurfit Westrock Saxon to help bring her packaging vision to life.

Beautiful boxes fit for a queen bee

Bee Natural Wax Melts is all about bringing everyday luxury to customers' homes, with every detail carefully considered. So, when Amy asked us to create a custom box to protect and showcase her hand crafted wax melts, we knew we had to come up with something truly exceptional. Bee Natural needed boxes with built-in folding fittings for 10 wax melt pots and precise, unique dimensions, and our team was eager to rise to the challenge.

Amy was on the hunt for a postal box that would not only make her business stand out from the competition but also embody the natural, eco-friendly values at the heart of her brand. These boxes needed to ensure that the wax melts would arrive safely to eagerly awaiting customers. At first, she hand-crafted the internal fittings using a wide drill bit—a solution that got the job done, but didn't quite deliver the polished, professional finish she was aiming for.

With only being a few doors away, Amy had the perfect opportunity to pop over to see us in person and share her vision for her bespoke packaging. Sitting down together, we explored her ideas in detail, even showcasing physical samples to help transform her concepts into reality.

Above and bee-yond for local businesses

We're proud to support local businesses and help small companies like Bee Natural Wax Melts flourish. For this project, we crafted bespoke mailing boxes that truly elevate the brand's professionalism and elegance. Our new design features a one-of-a-kind fitting, tailored specifically for their wax melt products. Inspired by a concept originally designed by Amy's dad, we took his idea and transformed it into a sleek, premium fitting that perfectly reflects the brand's luxury and attention to detail.



While we've worked with many wholesale customers over the years, this project truly stands out to the Smurfit Westrock Saxon team. Amy reached out to us during an emotional time, and we wanted to make sure everything went as smoothly as possible. It's been rewarding to see Bee Natural Wax Melts thrive, and we're grateful to be part of their journey.

Amy Blowers, Founder of Bee Natural Wax Melts said: "A significant part of our journey has always been about honouring the roots of Bee Natural Wax Melts. As we continue to grow, it's important that our packaging reflects the love and care that goes into every product. Smurfit Westrock Saxon has helped us achieve that, creating packaging that not only protects our wax melts but also tells our story."

Emma Hollyhead, Internal Sales Co-ordinator at Smurfit Westrock Saxon reflects: "We've been by Amy's side throughout her packaging journey and are excited to continue supporting her as her business grows. Amy and her dad even visited to watch the packaging being made and were thrilled with the results - it turned out even better than they imagined. They're already planning a special '12 Days of Christmas' box for the festive season, and we can't wait to bring that vision to life."

If you're in need of packaging to support and grow with your small business, **get in touch** today to see how we can help.

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