

CASE STUDY

Curaprox Partners with Mazurky to Create Innovative, High-quality, and Sustainable Corrugated Solutions

Curaprox, a Swiss oral hygiene products company, is known for its high-quality oral hygiene products, such as its brushes with CUREN® bristles. “Curaprox’s value proposition in the market is to guarantee quality brushes for our consumers, for children, for babies,” explains Daniela Grégio, who works in Curaprox Brazil’s social media department.

However, the company’s e-commerce packaging didn’t reflect the quality and fun associated with the brand, and the metal displays used at points of sale (POS) were heavy and difficult to handle, contrasting with the colorful and vibrant image the company wanted to convey. “We wanted to create a new unboxing experience by re-designing our e-commerce packaging. In the past, we used conventional boxes that people would open and end up throwing away,” says Daniela. “And we needed to find POS displays that were more colorful, lightweight and sustainable.”

Through their partnership with Mazurky, specialists in the manufacture of corrugated cardboard solutions located in Mauá, Greater São Paulo, and the only company in Brazil to have an EFI™ Nozomi C18000 Plus single-pass digital inkjet printer, Curaprox was able to improve the customer experience and promote more sustainable practices.



Daniela Grégio of Curaprox shows their new e-commerce packaging designed with vibrant brand colors and a motivational message on the inside.

CHALLENGE

Curaprox wanted to create a unique unboxing experience for their e-commerce customers and replace their heavy POS displays with a more colorful, lightweight, and sustainable option.



EFI Nozomi printers for corrugated packaging and displays leverage EFI's world-class, single-pass digital UV LED inkjet technology to efficiently print high-quality graphics direct to corrugated. It allows you to free up flexo and offset capacity and differentiate your capabilities with new business opportunities, such as e-commerce, environmentally friendly packaging, customization, and more.



The versatility of EFI Nozomi C18000 Plus digital printing on display in Mazurky's showroom.

Partnership with Mazurky

The acquisition of the EFI Nozomi C18000 Plus single-pass digital printer for corrugated was a strategic decision for Mazurky, and an opportunity to offer something truly innovative. "When we acquired the Nozomi, it opened up a number of market opportunities for our company that we hadn't been active in before," says Eduardo Mazurkyewitz, managing partner of Mazurky.

"We've always worked with Mazurky, and our experience has always been very positive," says Daniela, "so we turned to them to help us with our e-commerce packaging and POS display challenges."

Creating a unique unboxing experience

To deliver the unboxing experience Curaprox envisioned, Mazurky designed new e-commerce packaging featuring images of Curaprox's vibrant, colorful brushes and motivational messages inside the boxes. Leveraging the EFI Nozomi printer's digital print capabilities, Mazurky accurately reproduced Curaprox's brand colors and created variations with unique messages for each box.

SOLUTION

Mazurky printed Curaprox's new e-commerce packaging on the EFI Nozomi C18000 Plus printer to create a unique unboxing experience that reflected the Curaprox brand.

“The company [Mazurky] was able to match the brand colors of our brushes, a range of colors unique to Curaprox, on the newly designed e-commerce packaging. The boxes are simple on the outside, but when the customer opens it, they see a personalized message, like ‘Your journey to a healthy, beautiful smile starts here, with Curaprox!,’ and vibrant colors that reflect the Curaprox brand identity,” emphasizes Daniela.

POS displays

Mazurky was also able to help Curaprox replace their metal POS displays with lighter weight corrugated displays. The new displays are not only practical but also a more sustainable solution. “We used to have metal displays, and they were very heavy, very difficult to take to the market, to the pharmacy,” recalls Daniela.

The corrugated displays Mazurky produced on the EFI Nozomi C18000 printer are easier to transport and visually more appealing. “The corrugated displays are much easier to take to the point of sale and the colors are much more beautiful and attractive to the customer,” says Daniela.

Future of the partnership

The EFI Nozomi C18000 digital press at Mazurky has transformed the way Curaprox approaches its packaging and point-of-sale displays. “We want to expand our e-commerce to include special boxes for Mother’s Day, Children’s Day, commemorative dates, always with different messages,” says Daniela.

Eduardo believes that “packaging doesn’t just serve to transport and protect, it ends up becoming a communication media with your customer.” This vision of constant innovation and differentiated communication will continue to drive the successful partnership between Curaprox and Mazurky.

The partnership has resulted in innovative, sustainable and high-quality solutions that not only meet but also exceed consumer expectations. “I can tell you that we haven’t even come close to where this technology can really take us and our customers,” concludes Eduardo Mazurkewitz.



RESULTS

Thanks to the partnership with Mazurky and capabilities of the EFI Nozomi C18000 Plus printer, Curaprox improved their unboxing experience and replaced their metal POS stands with more practical and sustainable corrugated displays.

Let's be brilliant. Together.

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