

STROOPWAFELS into the WORLD

Stroopwafel World was founded in September 2016 in the Amsterdam Area. It is a company which sells stroopwafels and related products all over the world only through a webshop. Meanwhile the product range has been well extended, but in the beginning it started with just stroopwafels. A stroopwafel is a waffle made from two thin layers of baked dough with a caramel-like syrup filling in the middle. A delicious treat with coffee or tea, successful at birthdays, but also a highly appreciated gift as a company present for international relations.



CUSTOMER NEEDS

- As an online operating company packaging efficiencies are a priority.
- Products need to be packed for solid cushioning: Many stroopwafels are already packed in a decorated tin, but also this tin needs protection during shipment.
- Easily movable packaging material and which is not tied to a fixed spot.
- Packaging solution that can grow consistently with an eventual growth of Stroopwafel World.
- In order to support the reduction of the plastic pollution over the entire world, it had to be environmentally friendly.



OUR SOLUTIONS

Stroopwafel World chooses to use paper packaging for protection. The Geami WrapPak Exbox mini is THE solution for starting online retailers.

- No big investments.
- Geami WrapPak Exbox mini has a very small footprint (56x18cm) and is therefore perfect for a small packing area.
- Easily movable.
- Quick installation.



“The Exbox Mini allows me to pack when I need to and where I need to. It is easy to use and can be stored anywhere due to its small size.”

Marnix, founder of Stroopwafel World

BUSINESS RESULTS

- Geami offers a wide range of converters. It has many solutions to choose from, also in case Stroopwafel World would change their location to a warehouse.
- Limited storage and packing space for fulfillment activities.
- Home-based shipping with limited capital and packing space available.
- The sustainable alternative to bubble wrap.
- Stroopwafel World likes the compact size of the Exbox mini. It allows them to transport the equipment easily to another packing place.

