

Terra Klay

IT ALL STARTED WITH A PRACTICAL NEED

When Manvee Vaid first started her company, Terra Klay, she used bubble wrap as her primary wrapping material for shipping products to customers. Though the bubble wrap wasn't as aesthetically appealing as Manvee wanted, it was readily available to protect her products during the shipping process to customers. The reality was quite the opposite - "One out of two boxes I sent out ended up arriving with broken products." Manvee is talking about the pottery products Terra Klay offers. "That's definitely not the impression you want to give to your customers as a small business owner," she continues. The company aims to preserve the pottery skills unique to artisan communities of Manipur, India. "The replacement cost is quite high because each of those potteries is hand crafted by woman artisans and is unique by itself," she said. A few months into her business, Manvee was on a mission of finding a better packaging solution.

"The breakage rate dropped to 10% (from 50% using bubble) since I started using Geami. I love the look of Geami and how elegant my products present themselves when the box is opened."

- Manvee Vaid, owner of Terra Klay -



REDUCED DAMAGE RATE

"One of my fellow winners of the 2017 FedEx Small Business Grant Contest told me about GEAMI." It was love at the first sight. "I love the look of it and how elegant my products present themselves when the box is opened." What surprised Manvee the most is the protection property of Geami. "The breakage rate dropped to 10% since I started using Geami." "The cost of replacing a broken product exceeds by far the saving from using an inferior packing material." She explains. "For me, it's a no brainer." "It's hard to measure frustration, deteriorated brand image, and potential loss of business by allowing damaged products to be delivered to my customers."



SOCIAL RESPONSIBILITY

Manvee particularly likes the fact that GEAMI is a paper-based material. "People relate to paper much better than any other packaging materials because my products are made out of clay. I wanted to keep that earthy tone from the pottery." She keeps going. "I also want to use anything that is sustainable and environmentally friendly. It goes hand-in-hand with my belief in fair trade and social responsibility. For me, mass production means massive waste. Someone or something is exploited in the process."

GIFTS THAT GIVE BACK

In addition to selling her potteries individually, Manvee also offers gift boxes that include products like tea leaves, coffee, or honey from local businesses that compliment the tea sets from Terra Klay. "As a protective wrapping material, GEAMI really elevates the unboxing experience for my products because of its texture and its nature of being paper," Manvee emphasizes. "Because it's for gift giving, the first impression is everything. People love to unwrap gifts in nice packaging. They love it even more when they discover that everything they need to enjoy a nice cup of tea is already included in the box!" The gift boxes from Terra Klay are perfect for corporate gift giving, seasonal holidays, or employee appreciation, etc. Comparing with regular gifts, Terra Klay's gift boxes add a personal touch, a connection to the community, and a means of giving back to the environment which many businesses strive for nowadays. Learn more about Terra Klay at www.terraklay.com. For more information on Geami, go to www.ranpak.com.



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