

RIVIÈRA MAISON

HOME IS WHERE YOU CAN BE YOU



GOOD IS JUST NOT GOOD ENOUGH

Riviera Maison is an international lifestyle brand with accessories and furniture for in and around the house.

With an assortment of about 3000 products, they focus on creating a pleasant home-like feel. Exclusivity, atmosphere and service are the core values. Through the 550 dealers and the 23 own stores around the world, Riviera Maison has a fairly international scope. Of course, let's not forget the web shop. In addition, the B2B branch provides the full facilities of quite a number of hotels, restaurants, offices and other business premises.



CUSTOMER NEEDS

- It is very important that the purchased items are delivered to the final customer in a clean, well presented but above all safe way. The unpacking experience of the customer must be optimal.
- Riviera Maison was looking for a complement to their current range of packaging and especially regarding their vulnerable products such as ceramics and glassware. These had to be packed better.



OUR SOLUTION

Ranpak introduced the Geami WrapPak solution for Rivière Maison as a great addition for packing their vulnerable products for online package delivery. The machines had to be integrated into the existing packaging line.

- All their packaging stations are now equipped with a Geami WrapPak HV machine
- They use the brown die-cut paper combined with white tissue paper that features the Rivière Maison logo
- During the Christmas season they switch from their white tissue paper to black. This makes the amazing unboxing experience even more powerful and even more luxurious.



“We actually don’t have customers, we have real fans. They greatly appreciate that the product is well packed with Geami WrapPak and that they get their “gift” delivered at home. That is important and fun; That’s why we do it”

Micha Jacobs, Manager DC Rivière Maison

BUSINESS RESULTS

- The most sensitive goods are now much better packaged, which means Rivière Maison has much fewer damaged returns
- As a result of the reduction in returns, the cost of the complete return process is also significantly lower
- The end customers are also very happy with it. A rating system on the web shop gives a score of 4.6 out of 5 stars, so that’s good!



