



FLEXI-HEX[®]

→ **Brand Book**

Where it started

Founders Sam and Will Boex recognised the impact that single-use plastic was having on their local and the world’s marine environment. Their passion for surfing and their personal experience of transporting boards around the globe inspired them to create a sustainable packaging sleeve for the boardsports industry.

Since the early days, supported by individuals and organisations championing the plastic-free movement, Flexi-Hex has expanded but the founding commitments have remained the same. Flexi-Hex now develops sustainable packaging solutions across a wide range of commercial and industrial sectors.



The Problem

Our actions over the next 10 years will determine the state of the ocean for 10,000 years to come.



→ **41% of plastic
produced globally is
for packaging**

**91% of plastic waste
is currently not
recycled**





Our **solution** is adaptable
packaging that is:

100% plastic-free

Made from paper

Recyclable

Biodegradable

Compostable

What is Flexi-Hex?

At Flexi-Hex, we have created a robust and patented sleeve made from an expandable honeycomb material. Renowned for its strength, the innovative hexagonal cell structure not only provides incredible protection for fragile products, it also creates a sleeve that is extremely flexible and forms to the shape of products placed within.

A superior alternative to plastic bubble, air pillows and void fill, the quality and engineering of our packaging can benefit the bottom line, reducing costly breakages and saving money in shipping and storage due to its compact nature.

Additionally, our plastic-free packaging improves brand perception and customer loyalty. It's beautiful design, inspired by nature, delivers a quality, gifting experience that is fuss-free and easy to recycle.





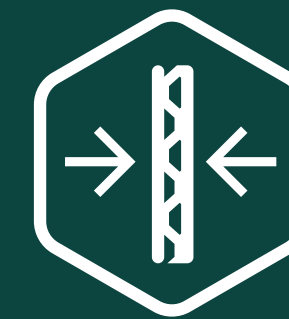
Plastic-Free

We use as much recycled content as possible and, where we do need to use virgin paper, we ensure it is FSC Certified.



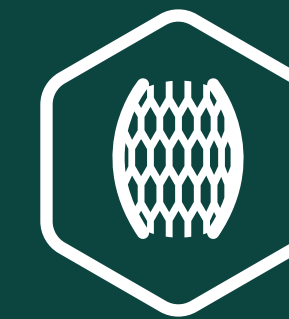
Recyclable

All our packaging is curbside recyclable, biodegradable and composts in just six weeks. Cardboard is also the most recycled material in Europe.



Compact

One pallet of Flexi-Hex is equivalent to five pallets of bubble wrap; reducing shipping and storage costs, and ultimately the impact on our environment.



Flexible

With the sleeve expanding to 35 times its compact size, our packaging is adaptable and can be applied across a wide range of applications.



Customisable

In the growing world of e-commerce, packaging is often a consumer's first interaction with a brand and a crucial part of the their purchasing experience.



Easy to Assemble

Designed to be user-friendly, all our packaging is intuitive to assemble and uses minimal material, making it easy to slot into the production process.



Protective

Having passed European drop tests, we're confident in the strength of our packaging to protect fragile items from impact and movement in transit.

We're not the only ones after change

9 in 10

British consumers want packaging to be classed as recyclable

36%

of Europeans are boycotting brands over packaging sustainability concerns

50%

of consumers would pay a higher price to avoid plastic packaging

FLEXI-HEX®



→ **Due to its innovative design, the sleeve protects, expands and forms around products of all shapes and sizes.**

Flexi-Hex

The original Flexi-Hex sleeve is our most renowned product, made from heavy-weight paper it's designed to protect anything from bottles and boards to larger industrial items. It's protective packaging that is functional, reliable and robust. We have several specifications of this sleeve that have been uniquely engineered to suit a range of market sectors.

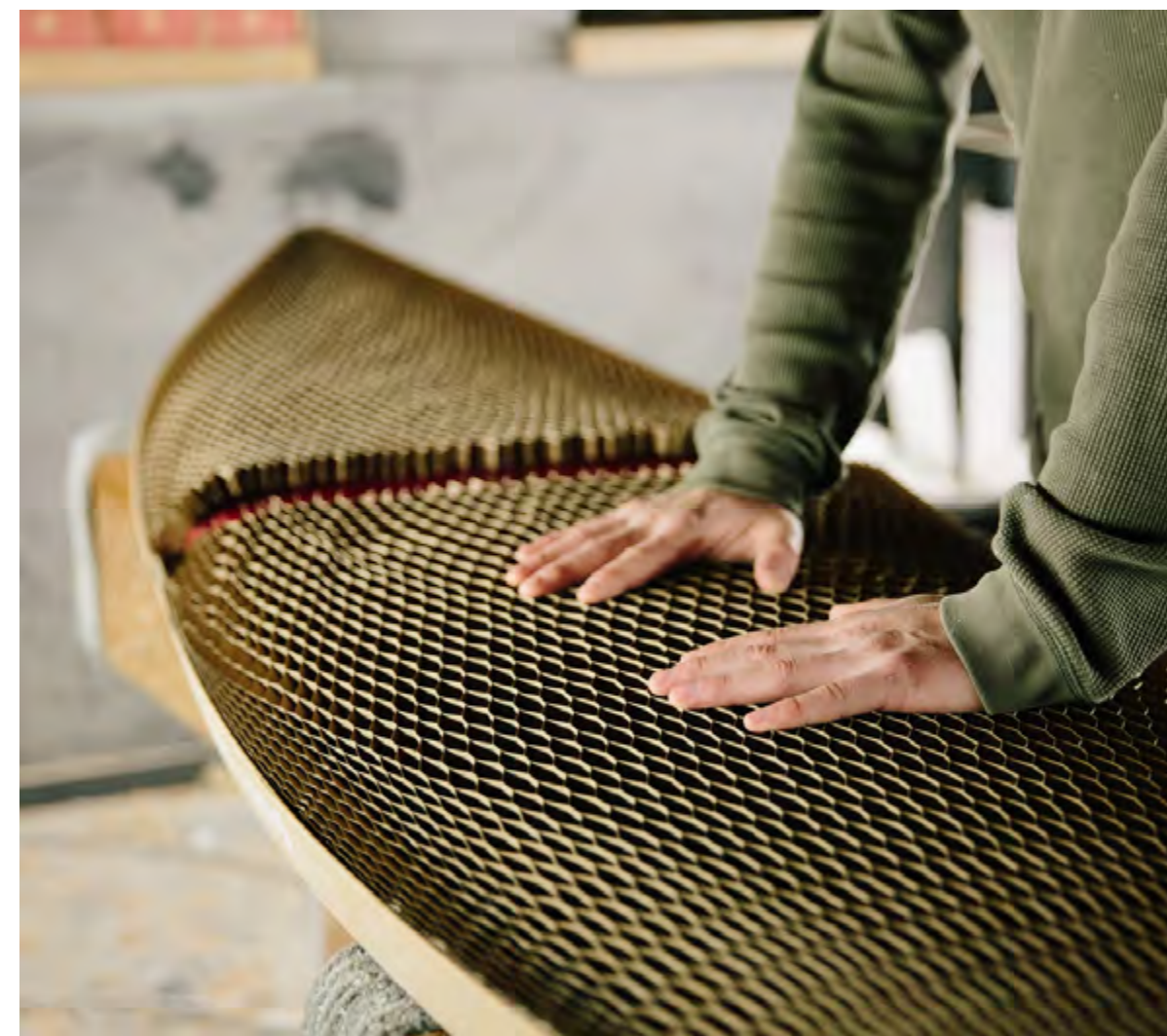


Flexi-Hex Air

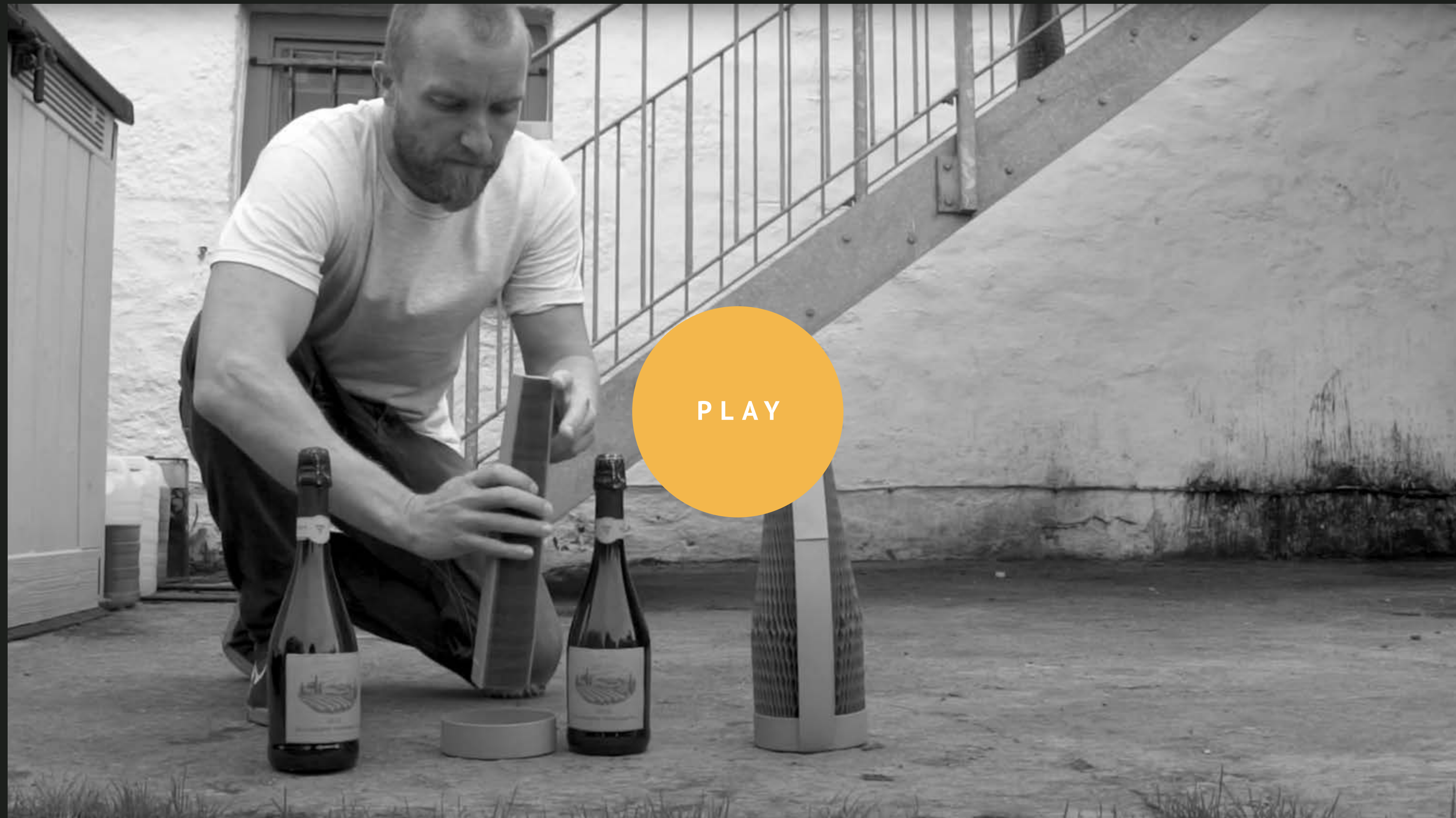
Flexi-Hex Air is our lightweight sleeve designed for smaller, more delicate goods such as cosmetic bottles, electronic devices, and glassware. Made from high-quality tissue paper, it's more malleable than the classic Flexi-Hex sleeve but retains its strength through its unique honeycomb structure.

Flexi-Hex Air has been created in partnership with and licensed to Seaman Paper, who hold a global market share of tissue paper sales and lead the way in decorative paper solutions.





The Power of Paper



Sometimes it has to be seen to be believed. So, we dropped a bottle from 4m to test the strength of our packaging. Press play to see the result.

A close-up photograph showing several interlocking strips of material. One strip is made of brown cardboard and has the word 'FLEXI-HEX' embossed on its top surface. Another strip is made of black plastic and also has 'FLEXI-HEX' embossed on its top surface. The strips are arranged in a way that shows their interlocking design, with one strip partially overlapping another. The background is a plain, light-colored surface.

→ Our Industries

Boards



Bottles



Cosmetics



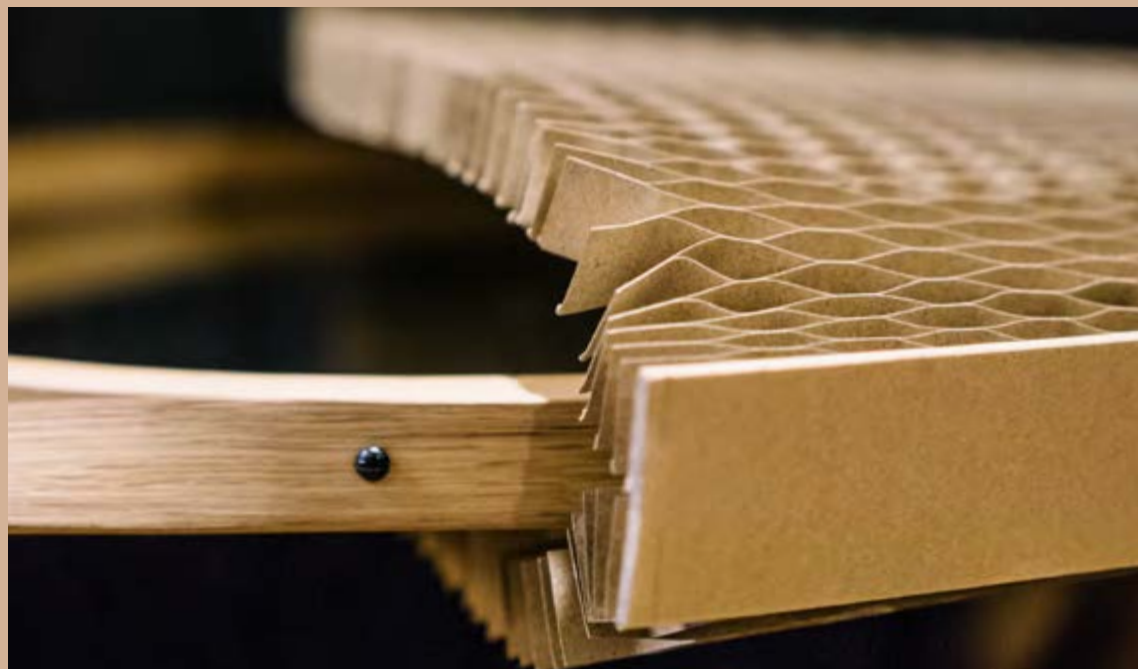
Homeware



Electronics

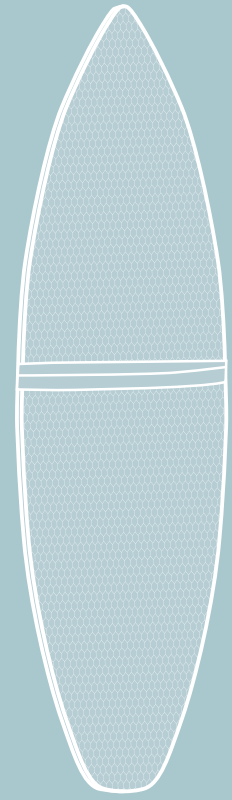


Commercial



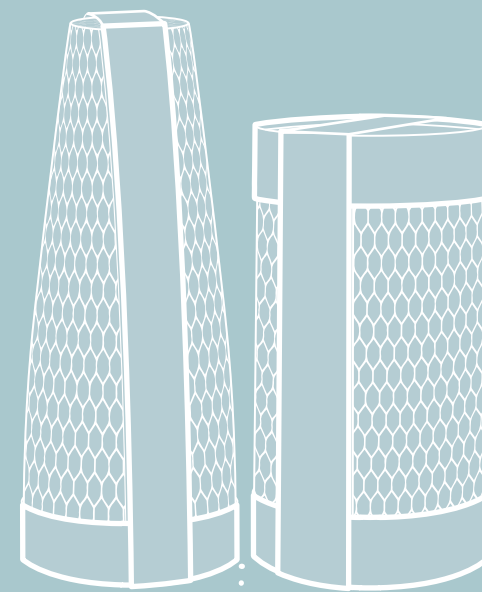
Timeline

Jan 2018



Flexi-Hex was launched with an eco-friendly packaging sleeve designed specifically for surf and snowboards.

December 2018



We take our first steps into the drinks industry by developing a bottle packaging solution specifically aimed at the high-end drinks sector and gifting market.

Summer 2019



Awarded with our first patent in the UK, we also received investment from Sky Ocean Ventures who helped us develop into the business we are today and a government grant from Innovate UK.

April 2020



After a successful Crowdfunding campaign, we built a powerful network of change-makers behind us who, to this day, endorse and promote our vision.

September 2020



We officially launched Flexi-Hex Air in partnership with Seaman Paper. This is a new sleeve made from FSC Certified tissue paper designed for smaller, fragile goods.



FLEXI-HEX®

CASE STUDY

Bombay Sapphire



Bombay Sapphire was one of the first major drinks brands to onboard Flexi-Hex. Impressed by its incredible strength, Bombay continue to use Flexi-Hex for a variety of applications across e-commerce and gifting.

CASE STUDY

KanKan



Mary and Eliza set up KanKan, a solution-led brand unwilling to compromise on quality products and a luxurious experience. They put soap in cans – making refills fun, convenient and plastic-free. KanKan use Flexi-Hex not only for its eco-credentials but also for its beautiful design.

FLEXI-HEX®



→ **Did you know?**

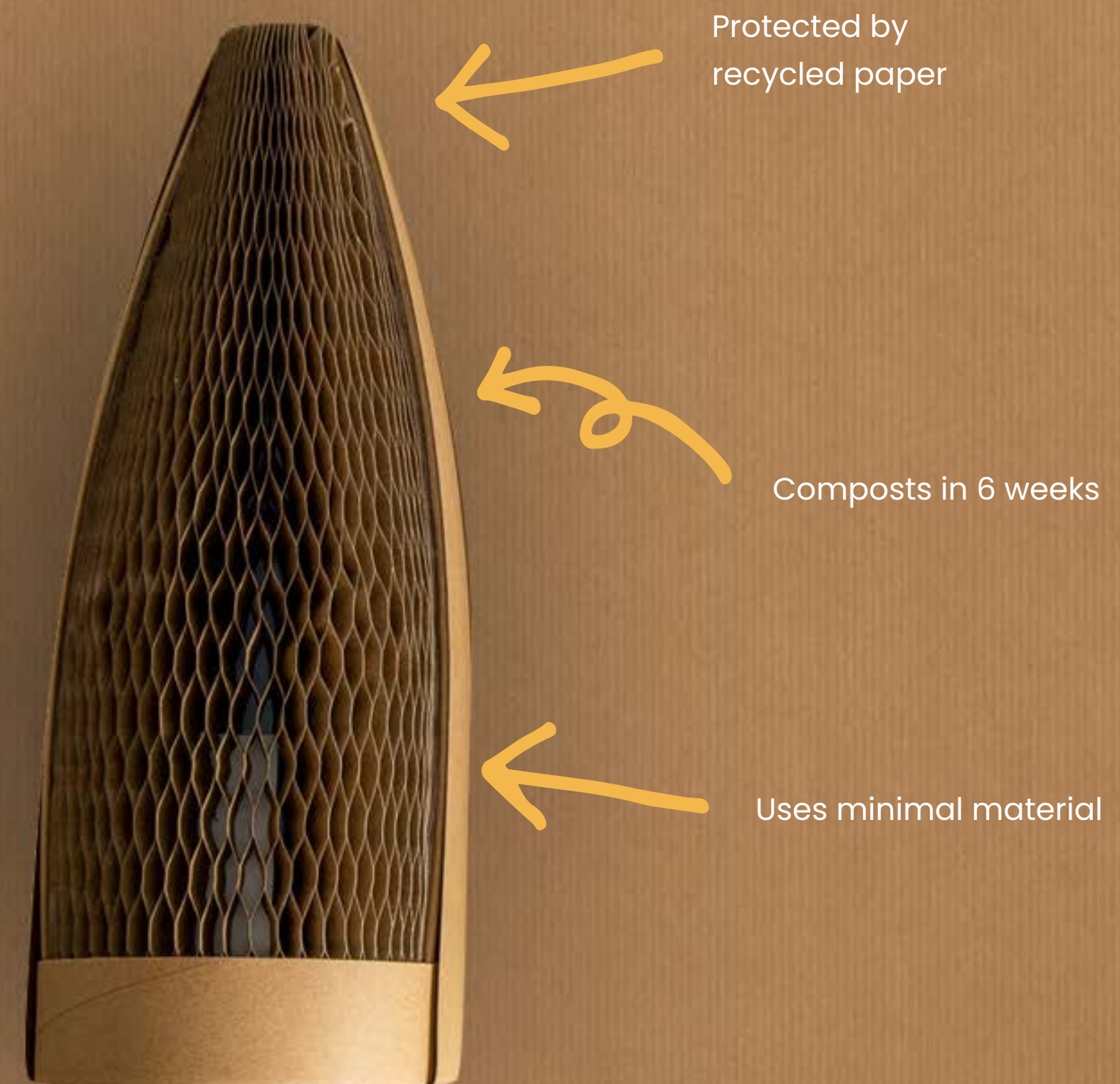
**Over 25% of UK distilleries
are now using Flexi-Hex
bottle packaging.**

The Choice



VS

It's Simple



Distribution

USA

Alongside our existing relationship with Seaman Paper, who produce and distribute Flexi-Hex Air, we are also in active conversations with specialist packaging firms across the States who are interested in either making our products under license or in unison with their area of expertise.

 Current Flexi-Hex markets

UK

We work with national and regional distributors in the UK. Our growing network includes some of the globe’s leading companies in the packaging supply industry. If you have a preferred distributor it’s likely we work with them.

Europe

With increasing demand coming from across Europe, we are strategically building a distribution network across key countries. We are currently working with several leading brands and partners who offer high levels of customer service and that final mile delivery of Flexi-Hex.

Asia & Australasia

We have a strong network of distributors already in place across select countries in Asia and Australasia and are continuing to develop on this with a large number of in-bound enquiries and interest.

A worker in a yellow safety vest is operating a pallet jack in a warehouse. The pallet jack is carrying a wooden pallet loaded with several large cardboard boxes. The background shows more stacks of boxes and warehouse shelving.

→ **How are we doing?**

**To date, we've removed 621km
of bubble wrap from the
packaging industry.**

**Equal to the distance between
London and Frankfurt.**

OUR PARTNERS

Proud to work with



WHO WE ARE

The Team



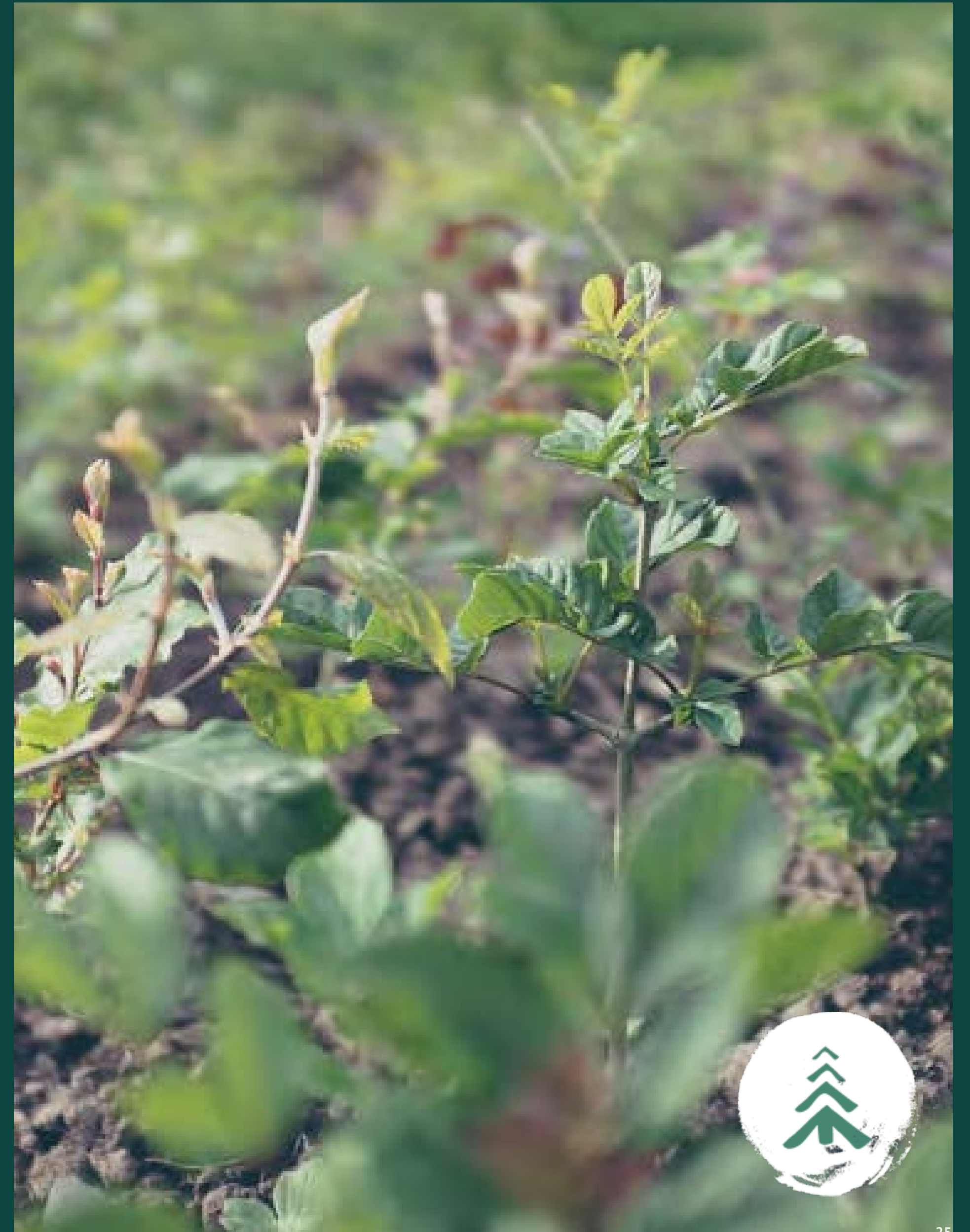
Based in Cornwall, we're proud to have a small but mighty team working towards a common goal of protecting our marine environments.

OUR SUSTAINABILITY POLICY

Carbon Negative

At Flexi-Hex, we consider our impact on the planet at every level. While we can't be perfect, we want to be ambitious with our commitment to protecting the earth.

When it comes to carbon, we go past the idea of neutrality and are currently carbon negative. Though we strive to reduce the amount of carbon we produce in the first place, where we can't, we offset with Mossy Earth. This fantastic organisation are busy planting native trees for us in Ireland, helping to restore one of their key ecosystems.

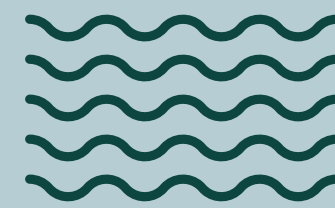


Our Promise



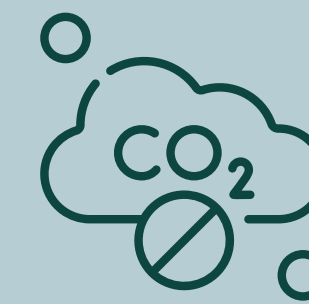
Remove Plastics

Our mission is to reduce global plastic production within the packaging industry and replace with paper-based alternatives. We ensure all of our packaging materials come from sustainable sources and are fully recyclable at the end of their life.



Waves of Change

Born out of a love for the sea, we pledge to create packaging solutions which will have a high impact on businesses and a low impact on the ocean, whilst helping to provide awareness of the continued threats to our marine environments.



Smaller Footprint

As a business, we realise we have a responsibility to act. That's why every stage of our supply chain is carbon considered and we're committed to making the best products using the least possible resources.

GET IN TOUCH

Contact Details

Trade Enquiries

sales@flexi-hex.com

Marketing and PR Requests

bella@flexi-hex.com

flexi-hex.com

0044 (0)1326 702110

ALONG FOR THE RIDE

Follow Our Journey



@flexi_hex



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