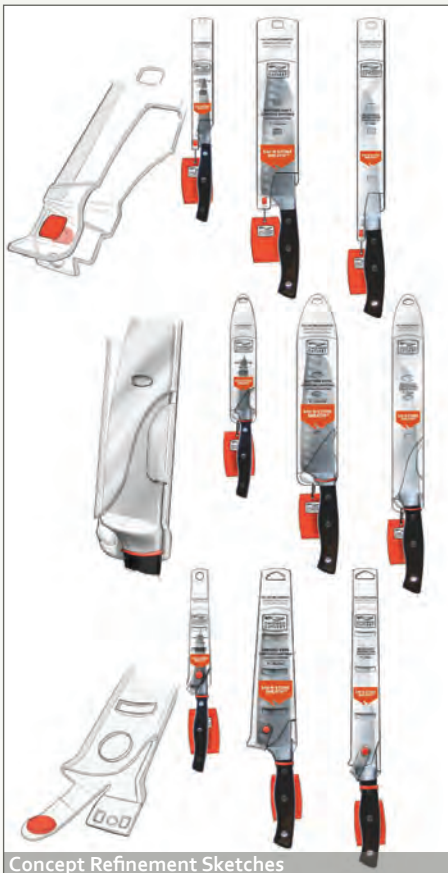


# Knife Sheaths



Concept Refinement Sketches

The World Kitchen brand, Chicago Cutlery, is a leading manufacturer of kitchen knives and utensils. They know a lot about standing out from the competition and carving their own hefty piece of the market. When redesigning a line of individual knife packaging they wanted to leverage their brand equity with product differentiation and efficient product placement.

To cut through the noise, Chicago Cutlery collaborated with Brooks Stevens, Inc. on their new knife packaging. Through research, it was ascertained that there was a need for knives to be sold with their own protective case. Customers, meanwhile, also had difficulty opening the standard “clamshell” packaging. BSI delivered a design solution: reusable packaging sheaths that serve as easy-to-open, reusable protectors. These sheaths serve as efficient retail packaging and allow for easy and safe storage and transport (perfect for BBQs and tailgating).

The packaging proves itself at point-of-sale as it allows the prospective customer to hold and grip the knife handle to confirm a good fit. Further, the design enables the merchandiser to efficiently stock 63% more of Chicago Cutlery product bolstering their retail presence. More



Detail: Fold Out Information on Back

product can be placed allowing for more product to be sold. In fact, World Kitchen has seen an increase of 58% in sales per linear foot.

Brooks Stevens, Inc. is proud that the design also caters to an ever-growing demand for sustainable materials. The reusable protector is sustainable packaging, taking resources and waste out of the supply chain. And if the customer chooses not to use the sheath, the casing is 100% recyclable. ■