



BETTERGUARDS partners with Graphic Packaging International to develop a paperboard pack for its breakthrough sports technology

BETTERGUARDS is a sports technology innovator known for developing The BetterGuard, an adaptive ankle brace used in professional sports. As part of the NBA’s startup accelerator, The BetterGuard was developed for high-level professional athletes and focuses on injury prevention and recovery. Graphic Packaging International (Graphic Packaging) partnered with the company to develop a bespoke paperboard packaging solution that creates premiumization, enhances the consumer experience, and delivers production and shipping efficiencies.

Summary: Consumer Experience | Operational Efficiency | Branding and Marketing

Challenges

- BETTERGUARDS wanted an innovative packaging solution to create differentiation and premiumization for its new-to-market product, The BetterGuard.
- The packaging needed to be highly functional and create an engaging opening experience for consumers.
- The packaging solution needed to be optimized for online shipping and efficient transport.

Solutions

- Graphic Packaging introduced a recyclable, four-piece fiber-based carton solution.
- The inlay has slits on the top left and right that lock a small carton in place. Modular fitments fill the void to ensure the brace is always displayed from the correct side.
- The system includes slits to keep the product brochure in place.
- The package features a matte black, soft touch varnish, creating a premium appearance.

Results

- The packaging prioritizes the consumer experience as the brace is immediately visible in the correct orientation, and the user manual is clearly displayed.
- The product’s four-piece inlaid design and premium printing finish create a high-value opening experience.
- The slimline design and product protection features optimize the pack for transport.
- Specially designed so all pack sizes can run on the same machine.