How Boxes by Design (BxD) Helped A Major HVAC Manufacturer Deliver a Powerful Brand Message to Distributors Nationwide

GENERAL HVAC Solutions America, Inc., a leading manufacturer of heating and cooling systems, was preparing to launch its all-new Fujitsu AIRSTAGE line of R-32 VRF systems and wanted to make a strong impression with its national HVAC distributor network.

Fujitsu's marketing agency, Turchette, developed a print and digital advertising campaign around a compelling idea: **what's behind the brand is just as important as what's inside the product.** The campaign helped to announce the availability of the new VRF system while highlighting the company's best-in-class training, service and support.

Once the campaign was approved, the agency looked for a way to promote that message beyond traditional advertising with a memorable distributor gift. They wanted something useful, impressive and consistent with the new campaign. The result? A direct marketing gift that would land with just the right brand impact.

To extend the campaign into the physical unboxing experience, Turchette turned to one of its other clients, Boxes by Design (BxD), a custom, e-commerce packaging arm of Complete Design & Packaging (CDP). The agency and the sales team at BxD immediately began to collaborate on the ideal approach to deliver a ***memorable custom corrugated unboxing experience*** for the distributor gift.

From Promotional Gift to Brand Experience

After researching a variety of promotional products, the client selected the gift that needed to be packaged: a fully branded, heavy-duty, laser-engraved mini toolbox. Designed to serve as a practical desktop organizer, the toolbox provided a distinctive way to introduce the new VRF product line while giving distributors something they could use each day.

But the toolbox gift was only part of the experience. The team needed packaging that could safely ship the toolbox while also carrying the visual impact of the new advertising campaign. The structural design team at BxD responded by developing a custom corrugated e-commerce mailer specifically designed to individually ship the desktop toolboxes to distributors.

Putting the Campaign on the Carton

BxD approached the mailer as much more than protective packaging. In fact, the carton itself became an impressive piece of the overall Fujitsu AIRSTAGE marketing campaign.

The sturdy corrugated boxes featured four-color, high-gloss printing that carried the campaign's visual identity across all sides of the package. The front and back panels featured the advertising visual and headline, while the inside front flap revealed the

campaign subhead, creating another branded touchpoint as the recipient opened the box.
The result was a package designed to build anticipation and reinforce the campaign message before the recipient even reached the toolbox inside.

Designed to Deliver More Than the Product
The custom mailers needed to balance visual impact with the practical demands of shipping a substantial desktop toolbox. BxD's corrugated construction provided the durability required for individual distribution, while the high-quality graphics gave the package the polished look expected of a premium distributor gift.

After the full-color prototype was approved, production was handled entirely in-house. Each box was digitally printed on BxD's Nozomi 14000 digital printing press, and precision-cut on the Kongsberg C64 to create the final mailer structure. Keeping the manufacturing process in-house allowed BxD to closely manage print quality, structural accuracy, and consistency across the entire production run.

From Production to Fulfillment
Once the 250 custom corrugated shippers were produced, BxD handed the fulfillment and final assembly of the distributor gifts over to CDP's fulfillment group, extending the project beyond packaging production to the final delivery experience. Each toolbox was prepared with a series of five promotional product cards inserted into each of the unit's five drawers. The cards described the new VRF products and provided distributors with additional information about the product line. A thank-you letter was then placed on top of the toolbox as a personal expression of appreciation for the distributors' ongoing business and support. With BxD providing the custom packaging and CDP handling fulfillment and assembly, each distributor received a carefully packaged and consistently presented gift that extended the Fujitsu AIRSTAGE launch campaign from the carton to the contents inside.

A Launch That Made an Impression
The project was completed on time and within budget, helping GENERAL HVAC Solutions America, Inc. make a strong introduction of the new Fujitsu AIRSTAGE R-32 VRF line to its distributor network. For BxD, the project demonstrated how custom corrugated packaging can play a role well beyond product protection. By translating the campaign's creative concept onto the carton, Boxes by Design made the packaging an integral part of the launch itself. The result was a distributor gift that delivered an impression before the toolbox was even opened and helped to reinforce the campaign's central message…what's behind it is just as important as what's inside it.