

Case Study

Client: RBW

Rich Brilliant Willing (RBW) is an award-winning, independent lighting company based in Kingston, New York.

To complement their energy efficiency in lighting and warm brand aesthetic, Rich Brilliant Willing partnered with Mushroom® Packaging to deliver environmentally conscious protective packaging for their light fixtures.



Opportunity:

- Protect fragile glass sconces for e-commerce shipments
- Designed to fit for best selling product lines

"Mushroom Packaging is one of the biggest takeaways at our studio tours. Visitors say, 'I just remember that mycelium!' So that's been great to share with our customers."

— Kyle Furlong, Director of Brand Marketing at RBW

Solution:

The parts designed for RBW are a great example of a two-part end cap design, protecting both the top and the bottom of the product while in transit. Each uses the same backplate module part, which adds a layer of protection while saving on costs.

Mushroom® Packaging is used to ship the company's four most popular lighting collections, representing the majority of the packaging used. These parts have now been in use by the company for eight years.