



The portable smart speaker for listening at home and on the go.
L'enceinte intelligente et nomade, idéale pour écouter votre musique à la maison ou en extérieur.
Lo smart speaker portatile per ascoltare ciò che vuoi a casa e in viaggio.
Der mobile Smart Speaker für Sound zuhause und unterwegs.
El altavoz inteligente y portátil para escuchar música dentro y fuera de casa.
便携式智能音响，打造个性化的家庭和移动聆听体验。
在家中 and 旅途中聆听喜爱的音乐。
智能家居系列。

Works with Apple HomePod, Amazon Alexa, Google Assistant, and Microsoft Cortana.
Works with iPhone, iPad, iPod touch, and Fire TV.

Roam

CASE STUDY

REFINED AND RESPONSIBLE

HOW SONOS AND VERITIV COLLABORATED TO CREATE A PREMIUM, SUSTAINABLE PACKAGING EXPERIENCE

A SUSTAINABLE PARTNERSHIP

Creating a premium package with a delightful unboxing experience has all too often involved using materials that protect the product but are ultimately harmful to the planet. How do you accomplish the same goal when sustainability is a priority for your company and customers?

Sonos, the world's leading sound experience company, discovered the solution by partnering with Veritiv to design and execute a refined, environmentally responsible package for their new Roam speaker.






DELIGHT IN EVERY DETAIL

Sonos is known for premium experiences, from their products' unparalleled sound and ease of use to their brand's thoughtful design aesthetic. Sustainability is also important to Sonos' customers, so with each package, the company considers not only how to keep the product safe and make the unboxing experience memorable, but also how to reduce environmental impact.

Michelle Enright, Head of Packaging Experience at Sonos, says the Roam speaker was another stepping stone in Sonos' sustainability journey. "We always design with sustainability in mind," she explains. "When I joined Sonos, we had one product which was packaged in paper pulp rather than less sustainable materials. But that created a precedent. We'd done it once, and it worked, so we knew we could do more."

The launch of Roam presented an opportunity for the Sonos team to challenge themselves even further. Since Sonos strives for curbside recyclable packaging, they wanted to ensure Roam's package fit in with this conscientious approach. Additionally, the new speaker is smaller than Sonos' other products, opening the door for a much more intimate unboxing experience.



“We always design
with sustainability
in mind...”

Michelle Enright, Head of Packaging Experience at Sonos

As product development began for Roam, Sonos' team started exploring ways to develop a package and unboxing experience that would be just as special as the speaker inside. By collaborating with long-time partner Veritiv, Sonos designed, tested and manufactured a distinctive package that blends a premium experience with sustainability.

Though the product is still in its early stages of roll-out, it's clear that Roam's package is already delivering moments of joy for customers, along with accolades and bottom-line results for this pioneering audio leader.

TWO PARTNERS COME TOGETHER

TO REDEFINE HIGH-END, RESPONSIBLE PACKAGING

While Sonos has a team of world-class packaging designers and engineers in house, they knew that meeting their goals and deadlines for Roam's package would require additional capabilities, ideas and capacity. After working with Veritiv for several years, Sonos felt confident that Veritiv's packaging experts would be the perfect fit for this project.

Veritiv and Sonos had an established relationship built on trust, collaboration and a like-minded approach to the sustainability journey. Sonos also appreciated Veritiv's familiarity with the company's design language, design-first approach and deep expertise in materials and manufacturing. The company needed this critical combination to ensure Roam's package design would fit in with Sonos' existing product lineup, while exploring new possibilities they could leverage for a smaller product.


“We’re always pushing the boundaries in materials and manufacturing.”

Josh Larson, Global Business Manager at Veritiv

When Sonos presented the opportunity to Veritiv and requested a proposal, Veritiv’s packaging team could not wait to get to work. After meeting with Sonos to thoroughly understand their goals, requirements and constraints, Veritiv’s experts dove deep into development mode, sketching and brainstorming as a cross-disciplinary team.

Packaging designers, industrial designers, engineers and sales specialists came together to develop creative yet achievable concepts that would align with Sonos’ customer experience and sustainability goals, budget and manufacturing capabilities. “We never say, ‘No.’ It’s ‘Yes’ or ‘Let’s find a way to do it,’” says Josh Larson, Global Business Manager at Veritiv. “We’re always pushing the boundaries in materials and manufacturing. Getting it right during execution is an essential part of success. The best-looking design in the world doesn’t matter if you can’t execute it consistently at a large scale.”

Upon seeing Veritiv’s initial design ideas and proposed plans, Sonos awarded them the project and started collaborating with their team to create the ultimate packaging experience for Roam.



“We’re not only building the packaging journey—
we’re on the journey with them.”

Ai Hayata, Design Project Manager at Veritiv

CO-CREATING

FROM END TO END

As Veritiv and Sonos worked through the material selection and design process, their teams co-created every step of the way. “We’re not only building the packaging journey—we’re on the journey with them,” says Ai Hayata, Design Project Manager at Veritiv.

Each team developed a few designs independently, came together to share ideas, then mixed and matched features to evolve certain concepts even further. Next, the designers took the strongest designs into CAD, cut samples and met regularly (often daily) with each other and Veritiv’s Asia-based team to compare designs and confirm manufacturability.

Veritiv’s experts also leveraged their material-neutral approach to identify innovative substrates, including alternatives to plastic and foam, that would reduce environmental impact while maintaining protection and delivering a premium experience.

As Roam’s product design and the most promising packaging concept were refined, the teams moved into full development. The chosen concept went through a trial production run with Sonos’ manufacturer in China at the same time as the Roam product.

After each trial, Sonos’ team drop-tested and reviewed the product and packaging, shared the results with Veritiv and iterated on improvements together until the package fully met the desired goals and standards.



THE PACKAGING EXPERIENCE

SONOS

Roam

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Le haut-parleur intelligent portable pour écouter à la maison et partout ailleurs.
La bocina inteligente portátil para escuchar dentro y fuera de casa.



SONOS

Roam

SONOS

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DEBICHANES
J. P. CHARRON

AGUSTE

DELIVERING DELIGHT IN EVERY DETAIL

As Roam hit the market, remarkable reviews started pouring in—not only about the speaker, but also about its packaging. People noticed how every aspect, from the individual materials to the entire unboxing experience, was carefully crafted for joy and sustainability.

PREMIUM, UNCOATED KRAFT PAPER

Roam was the first product launched with Sonos' new package branding, which focuses on kraft gift boxes. Every detail matters to Sonos, so they wanted to look beyond off-the-shelf kraft papers to find one with unique character that could hold up to high-quality offset printing.

After a six-month search, Veritiv identified a paper supplier who offers 100% sustainably sourced (FSC® certified) paper for the outside liner on the box and document folder, which negates the need for plastic laminates. Sonos decided to use paper fibers for

almost every element of Roam's box—96% based on weight, to be exact—proving that premium packaging and sustainability can, in fact, go hand in hand.

"From the beginning, we wanted to find a paper that we didn't have to laminate," explains Michelle. "Most packaging that you'll see in stores will have a plastic coating to prevent scuffs and fingerprints. It also makes those materials far less recyclable.

We tested a number of off-the-shelf papers, but we ultimately created our own, working directly with a paper mill. We developed everything from the color and smoothness to the way the paper wraps around corners."

RECYCLABLE MOLDED FIBER

Although Sonos has been using dry-pressed molded fiber for years, Roam's small size opened up the opportunity to use wet-pressed fiber for the first time. Veritiv partnered with Sonos to test multiple blends and pinpoint a molded fiber that met a unique need: a paper blend matching the carton color.

After more than ten trials, the team uncovered a specific mix of bagasse (sugar cane), bamboo and tree fiber that was perfect. This blend is not only recyclable, but also provides a small yet significant color-matching detail, which adds to the Sonos experience and aligns with the company's design language.

OFFSET PRINTING AND TACTILE DESIGN ELEMENTS

The Sonos team wanted an ownable visual design system that stands out from the sea of black-and-white palettes dominating the tech industry, provides a tactile experience and fits with rest of their packaging collection. However, one of the challenges with uncoated papers like kraft is that printed ink doesn't appear as sharp or rich.

To solve this problem, Veritiv and Sonos collaborated on over a dozen printing trials with varying designs, ink colors, font types, embossing, foil stamps and logos. They selected an offset printing technique that makes the package colors pop and aligns with Roam's visual identity.

"Uncoated kraft paper isn't traditionally considered premium, but we wanted to change that paradigm and create a tactile experience for our customers, so we used a foil stamp to create debossed and embossed areas around the box," Michelle explains. "It's things like that, combined with the feeling of the paper, the color, the finish, the treatments and the graphics, which make the finished product feel premium. If one of those things hadn't come together for us, it wouldn't have worked."

100% sustainably sourced
(FSC® certified) paper for the
outside liner on the box
and document folder



A NEW TYPE OF GIFT BOX THAT BLENDS MANUFACTURABILITY AND SUSTAINABILITY

While traditional, wrapped chipboard rigid boxes offer a solid design and smooth opening experience, this type of package does not fit with Sonos' packaging aesthetic. Instead, Sonos worked with Veritiv's packaging team to design a telescoping, corrugated box that can be consistently mass produced, enabling Sonos to keep up with demand while delivering a functional experience for customers with minimal waste. This was no small feat and required many iterations of designs and die cutting over nine months of development to perfect the opening experience.

A PRACTICAL, SUSTAINABLE GIFT WITH SECURE, YET EASY-TO-OPEN TEAR LABELS

Fumbling to use a key or knife to open a gift box is not a good start to any unboxing experience, let alone for such a premium product. Sonos wanted to use kraft paper for Roam's tear labels due to its reduced environmental impact. However, kraft paper is susceptible to inconsistent, premature tearing.

To address these challenges, Veritiv tested more than eight dielines and materials to develop gift box closure labels that blend security, style and simplicity. The chosen kraft-based tear strips hold Roam's box tightly closed during shipping, while being aesthetically pleasing and easy to open upon arrival.

A JOYOUS UNBOXING EXPERIENCE

Opening Roam's box gives customers the immediate impression that Sonos gave as much attention and care into crafting its packaging as they did into the product. The sound and feeling of the clean, natural, telescoping box sliding apart create anticipation for what's inside. Releasing the lid reveals the speaker cradled in a reusable bag and presented on a sustainable tray. Beneath Roam lies an organized layer with the charging cable and a Quick Start Guide, so customers can quickly fire up the speaker to keep the rhythm going.



SONOS SETS A NEW STANDARD FOR PREMIUM SUSTAINABILITY

By working in harmony from ideation through manufacturing over the course of 20 months, Sonos and Veritiv co-created an innovative package that delivers multiple moments of joy for consumers and raises the bar on sustainability.

The teams' investments in collaborative design, material innovation and engineering perfection have already started to pay off. Customers and industry experts alike are raving over the memorable unboxing experience, attention to detail and reduced environmental impact of the packaging.

In fact, Michelle's team estimates that the redesigned packaging will remove 62,000 kilograms of plastic from the company's supply chain within the first calendar year alone—all without compromising the lasting impressions Sonos is known for.

"We wanted the unboxing to feel like it's your birthday," Michelle says. "But the beauty of Roam's packaging is that we didn't need to sacrifice other priorities to achieve that. By making a few strategic trade-offs, we were able to get what we'd always dreamed of."

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