

CASE STUDY: MNIMA LLC



FAST FACTS

MNIMA LLC is a design firm located in the Twin Cities that creates and manufactures ambient, accent and task lighting. MNIMA specializes in state-of-the-art LED illumination with precision-machined aluminum bodies.

Background

Steve Holzgraefe, MNIMA's founding principal, was preparing to exhibit at the *Architectural Digest* Home Design Show in New York City and needed expert packaging for valuable pieces that were destined for the show. MNIMA's individual pieces can retail for tens of thousands of dollars.

The Problem

Showcasing lighting designs at trade shows around the country is an important part of MNIMA's business. It's imperative that pieces arrive in pristine condition. Damage of any kind can greatly detract from the aesthetic of a piece. Steve Holzgraefe explained, "MNIMA's pieces are solid aluminum and pretty sturdy, but still benefit from having the crating done right the first time so that shipping issues need not be a worry in the future. The old adage 'Buy the best and only cry once' is a perfect description of the services and products provided by Packnet."

The Solution

When searching for a crating solution, Packnet was recommended by one of MNIMA's fabricators. After researching Packnet's capabilities on the Internet, Holzgraefe made a call. "One immediate delight was discovering that Packnet understood and spoke 3-D. This was a great benefit as Packnet was able to review 3-D product models well before I was able to physically deliver the pieces for crating. Timetables were tight and having a partner that spoke a 'common language' was crucial to hit shipping deadlines," said Holzgraefe.

"I also appreciated the ability to 'one stop shop' as Packnet was also able to coordinate shipping the crates directly from their facility to the tradeshow in New York and that relieved me of the burden of

... CUSTOMIZED TRADESHOW CRATES PREVENT DAMAGE; PROVIDE EASE OF USE AND PEACE OF MIND

researching and comparing quotes from yet more vendors," said Holzgraefe. "The crates caused quite a stir once they hit the show floor. One of my colleagues quipped: 'Everybody is looking at these crates! They're going to win best in show!'"

"The surrounding exhibitors were as fascinated by the crates as they were the lighting pieces. Unpacking was so simple – flip the butterfly latches – boom, boom, boom – lift the piece out, and we're done while everyone else was just starting to use drills to unscrew their own crates. Packnet accommodated all my needs; from the custom waterjet-cut foam and cushioning to storage compartments for tools and hardware," said Holzgraefe.

It was gratifying for Holzgraefe to see just how well the Packnet crates were constructed once he arrived on site. "What a relief not to have to go through some issues that other exhibitors were struggling with like crushed crates and broken pieces," said Holzgraefe. Not having to worry about his precious cargo and whether it was properly braced, supported and packed was one of the many reasons Steve Holzgraefe /MNIMA was happy to recommend Packnet to other exhibitors.

Benefits

- Recycling and reusability of the crates
- Confidence and deliverability
- Protection of valuable goods
- Ease of use
- Labor savings

"I didn't want to worry about anything having to do with packaging, and I didn't. Packnet worked with me throughout the whole process. They even included extra plastic sleeves and printed return labels for me, and put them inside the crates. Soup to nuts, I didn't have to worry about it – Packnet totally delivered."

-Steve Holzgraefe, Founding Principal, MNIMA LLC