



# HIBISCUS

## Contact Us

[contact@byhibiscus.com](mailto:contact@byhibiscus.com)

[www.byhibiscus.com](http://www.byhibiscus.com)

## Design to Dispatch

Transforming packaging for D2C brands

# Our Partners



We transform **packaging**  
into **powerful brand**  
**experiences.**

280

Vendor Partners

500+

Clients

70+

Product Categories

We're experts in crafting innovative, aesthetic, and sustainable packaging that doesn't just protect your product, it elevates it.

From optimizing existing formats to engineering standout designs, we turn packaging into your competitive edge with:

**End-to-end expertise:** Concept to production

**Custom Innovation:** Tailored solutions & smart optimizations

**Sustainability at Core:** Planet-friendly practices

**Data-Driven Decisions:** Smarter outcomes

Our services include

**Design & Branding | Consulting | Manufacturing**



## Our Capabilities

At HIBISCUS, we're reimagining the future of packaging by building a **unified platform** that doesn't yet exist in the market—a system that combines strategic **design consulting**, process automation, an **AI-powered sales assistant**, **China-independent manufacturing** excellence, and deep expertise in sustainable materials.

### We are **Data Driven**

We optimize packaging through **smart vendor selection, risk assessment, and automated workflows**. By leveraging **data analytics** and **industry insights**, we enhance efficiency, reduce costs, and streamline production.

### We are **Responsible**

**Transparency** is at the core of our operations, ensuring **responsible material sourcing** and measurable environmental impact. We set new benchmarks for **eco-conscious packaging**, helping brands reduce their footprint while maintaining performance and aesthetics.

### We are **Innovative**

With deep expertise in **Alternative Materials and Innovation**, we push the boundaries of packaging by incorporating bio-based materials. Our approach combines **material science, process automation, and sustainability-driven engineering** to create scalable packaging solutions.

### We are **Experience-Driven**

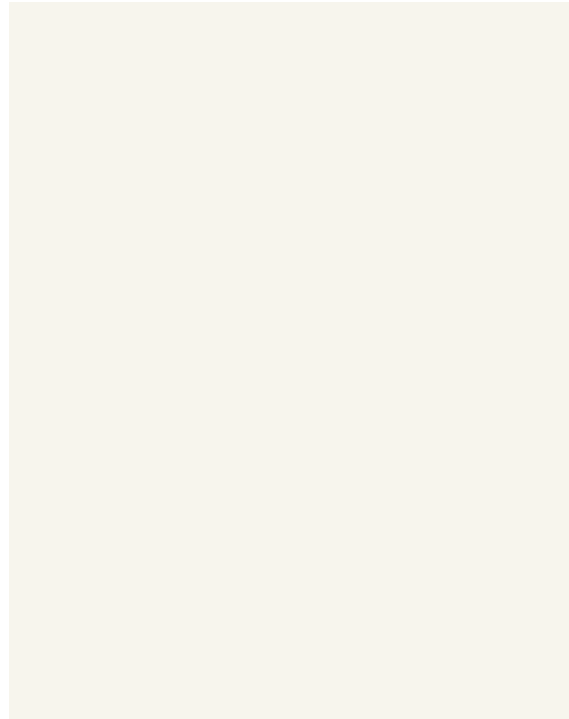
Our collaborative approach empowers brands with **hands-on guidance, visualization tools, and strategic insights**. From ideation to execution, we provide tailored solutions that align with both business objectives and environmental goals.

# Our Team

With over **50 years of combined experience**, our team is committed to innovation and operational excellence across every stage of packaging development.

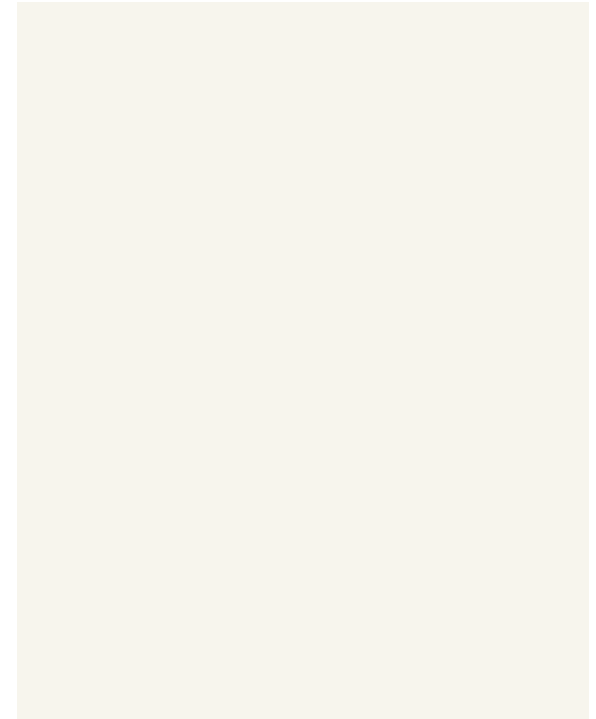
Our experience spans:

- **40+ collective years in packaging & design**
- Research and material innovation.  
**Consulting**  
Sustainability-driven strategy and product optimization.
- **Design & Branding**  
Purposeful packaging aesthetics with consumer impact.
- **Manufacturing**  
Scalable production with stringent quality control.



**Rishika Reddy**  
Co-founder

Brief intro and work experience

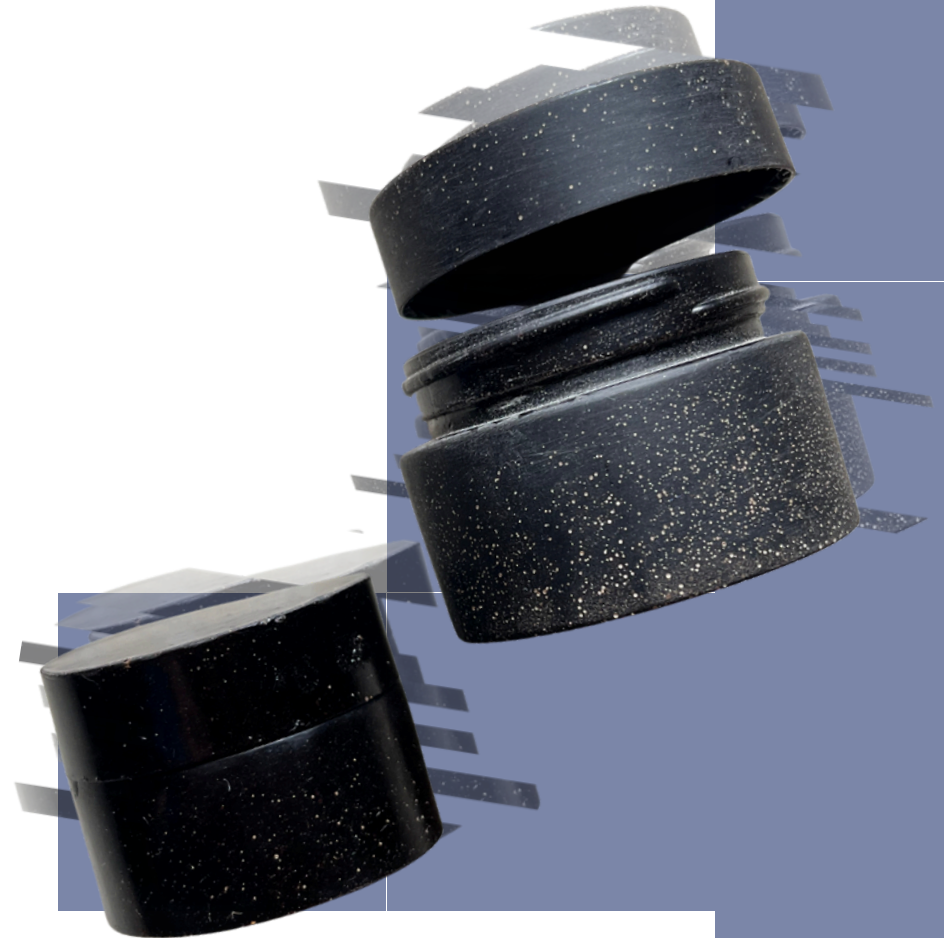


**Rhea Kothari**  
Co - founder

Brief intro and work experience

# Our Offerings

- **Packaging Development**  
Research and material innovation.
- **Packaging Consulting**  
Impact-driven strategy and product optimization.
- **Design & Branding**  
Purposeful packaging aesthetics with consumer impact.
- **Manufacturing**  
Scalable production with stringent quality control.



# Pack Format Consultation

## Effortless Optimization for Cost-Efficient & Unique Packaging

At The Mend, we specialize in crafting packaging solutions that balance cost efficiency with unique branding—perfectly tailored to meet your needs, whether you're ordering low quantities or leveraging existing, off-the-shelf materials.

Smart use of Existing Resources | Cost Efficiency at Any Scale | Uniquely yours, without Reinventing the Wheel | Sustainability where it Matters

### How it Works

STEP 1

#### Discovery & Research

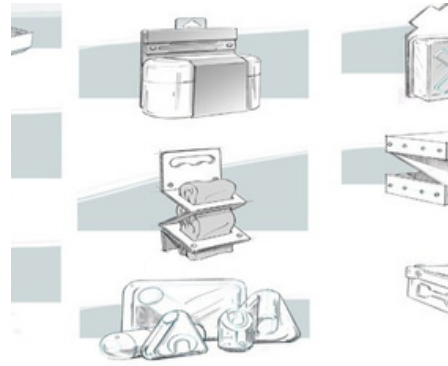


Focus on

- Technical requirements
- Target Market, Branding and Competitors

STEP 2

#### Solution Development



- Present 2-3 options
- Optimise for cost efficiency, production feasibility and brand alignment

STEP 3

#### Vendor Sourcing & Cost Optimization



- Identify manufacturers & suppliers within budgetary and time constraints
- Ensure adaptable and scalable solutions

STEP 4

#### Implementation & Support



- Provide mockups and ready-to-produce files
- Oversee quality control and ensure production consistency

# Structural Innovation & Strategic Design

At The Mend, we don't just design packaging—we engineer innovative structures that are as functional as they are visually striking. By blending deep research, cutting-edge materials, and collaboration with our team of experts, we deliver solutions that elevate your product and streamline production.

Expert-Led Customization | Research-Driven Design | Sustainable & Scalable Solutions | Seamless Production Transition

## How it Works

STEP 1  
Discovery  
& Analysis



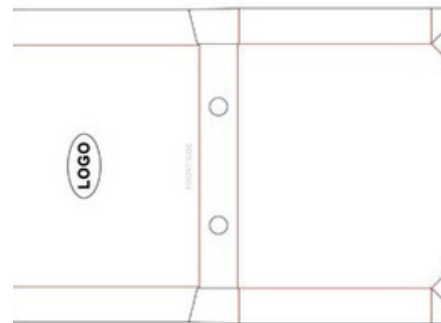
- Understand product specifications and technical requirements
- Market Research

STEP 2  
Conceptualization  
& Prototyping



- Develop design concepts
- Create prototypes to test functionality, durability and visual appeal

STEP 3  
Engineering  
& Validation



- Material selection based on structural integrity
- Testing and validation to ensure compliances

STEP 4  
Production  
Support



- Provision of 3D models, specifications and manufacturing guidelines
- Collaboration with vendors for smooth process

# Material Innovation

By combining deep material research, sustainability principles, and a collaborative approach, we ensure that the materials we select align with your brand's ethos and elevate the functionality of your packaging.

## PROCESS

- Initial Evaluation
- Material Selection
- Pre-Press Stage
- Sample Prototyping
- Feedback
- Barcode Final Proofs
- Quality Control



## Core Materials

- Rigid board
- Corrugated board
- Kraft Paper
- Cotton
- Paper board

## Sustainable Innovation

- Tree-Free Papers:
  - ◊ Stone Paper
  - ◊ Agri-waste Papers (barley, denim)
- Banana Fiber
- Other papers

## Bio-Material

- Banana Leather
- Tomato Leather
- Mycelium
- Terraform
- Bioplastic

# Design & Branding

We create an impact for your brand, the industry and the planet. Our design and branding experts are committed to creating visually stunning and environmentally responsible brand and packaging solutions.

Research-Driven Design | Efficient Packaging | Visual Impact | Problem Solving

## How it Works

### STEP 1 Discovery

What does your company do and where do you see yourself

Our company specialises in producing a diverse range of high- quality snacks. In three years, we aspire to be a go-to choice for consumers seeking nutritious snacks.

Do you have an origin story? What prompted you to begin this

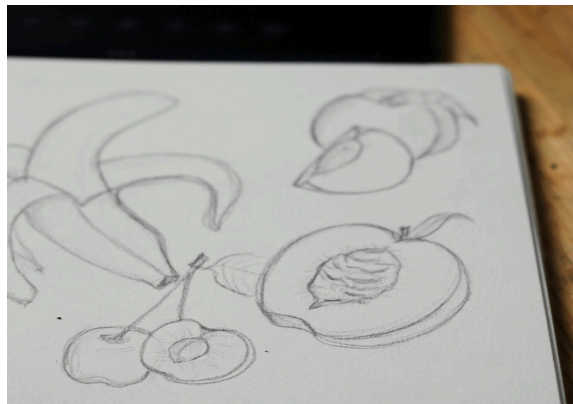
Our journey began with a simple idea- to make snacks and pickles that are good for you. Fueled by a passion for healthy living, we set out to create an exciting array of snacks without compromising on nutrition.

Why this name and do you have a tagline?

The name "BRISK" reflects our commitment to providing snacks that

- Brand DNA Analysis
- Brand Audit
- AI backed Research
- Market Research
- Competitive Research
- Market Positioning

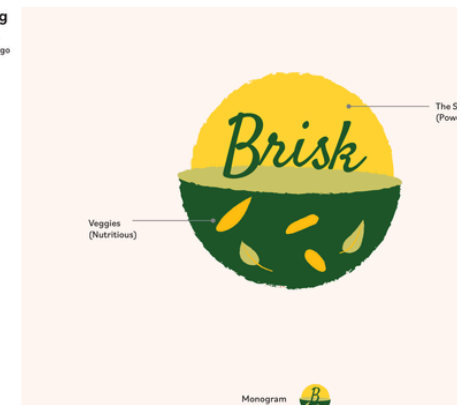
### STEP 2 Development



- Visual Language Creation
- Brand Asset Development
- Color & Typography Systems

### STEP 3 Implementation

**Logo Meaning**  
Using a bowl to signify wholesomeness, the logo represents the health and freshness.



- Comprehensive Guidelines
- Marketing Templates
- Brand Toolkit

# Manufacturing

## End-to-end Excellence for Packaging Innovation

At The Mend, we don't just manufacture packaging, we solve complex challenges. Our expertise bridges the gap between design innovation and precise execution, ensuring your packaging isn't just functional but also memorable.

- ✓ Material Challenges Navigated
- ✓ Sustainability Goals Achieved
- ✓ Complex Designs Created
- ✓ Strategic Value Adding

## How it Works

STEP 1

### Discovery & Concept Development

We collaborate with you to understand your product, brand goals, and supply chain needs.

STEP 2

### Material Selection & Prototyping

Access a vast library of materials, from sustainable to traditional options to suit all packaging needs.

STEP 3

### Design Optimization

Our team integrates design aesthetics with technical precision, ensuring manufacturability without compromising creativity.

STEP 4

### Advanced Manufacturing

With cutting-edge machinery and skilled craftsmanship, we deliver consistent quality at scale.

STEP 5

### Quality Assurance

From durability to compliance, we rigorously test every product to meet the highest standards.

STEP 6

### Sustainable Delivery

Our seamless supply chain ensures on-time delivery, with eco-friendly logistics options available.



## Services at a Glance

### **TECHNICAL EXPERTISE**

Material Selection  
Sustainable innovations

### **DELIVERABLES**

Product safety & compatibility  
Functional features Transit  
protection User experience  
Mockups & Cost Optimization  
Technical 3D Models  
Production-ready files

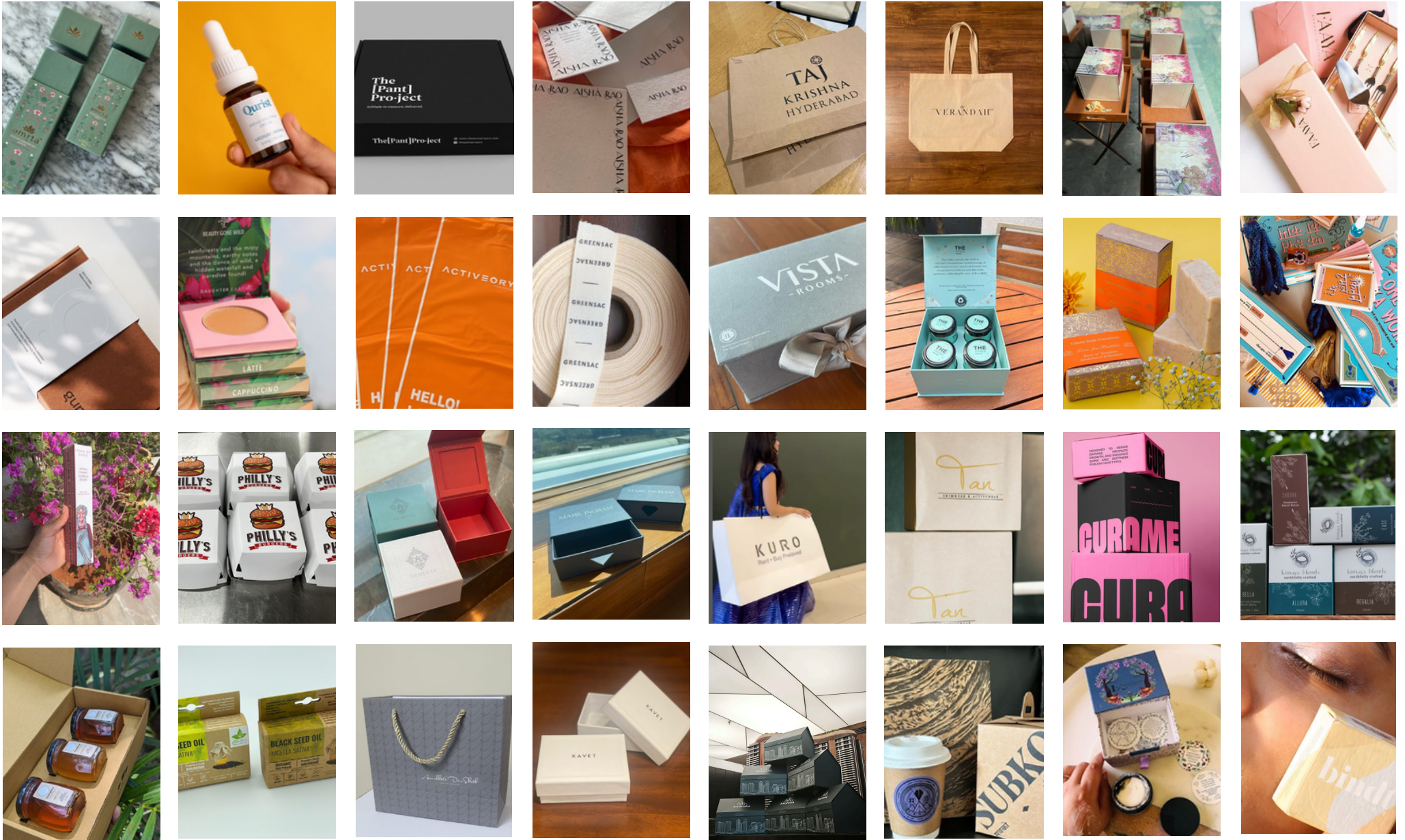
### **PACK FORMAT CONSULTATION**

Market analysis with vendor recommendations  
Implementation roadmap

### **STRUCTURAL DESIGN**

Material specifications  
Manufacturing guidelines

# Client Work at a Glance



For curated case studies, please click [here](#).

# The Impact

**280+**

Quality  
Certified  
Vendors



**70+**  
Product  
Categories  
Mastered

**500,000+**  
Non-recyclable  
boxes replaced

**1500+**  
Trees  
Planted

**100%**  
Focus on  
innovation at  
effective rates





Ready to transform your  
packaging experience?

**Talk to us today!**

[contact@byhibiscus.com](mailto:contact@byhibiscus.com) | [www.byhibiscus.com](http://www.byhibiscus.com)

Slides 1-6 from packaging consult deck with slight tweaks to content to provide a more comprehensive overview.

Meet the team

Overview of each service

Why us?

CTA