



Premium Packaging

Packaging that elevates brand experiences



Fully
Customisable



Machine &
Handcrafted



Quality
Assured

Packaging makers, Problem solvers



Who we are

Who we are

We're your ideal packaging partner

Swedbrand was founded in Hong Kong by Chris Magnusson and Zaid Bunni. The success of the company since that moment in 2006 has been rapid and sustained. Today Swedbrand is a proud packaging partner to some of the world's most iconic brands.

Our mission is to design, produce and deliver packing solutions tailored to the needs of every different brand. We take problems out of your hands to make perfect packaging feel incredibly simple.

What we make

Our packaging is always a perfect fit

We custom make packaging to meet the needs of every brand



**Premium
Packaging**



**Non Food
Packaging**



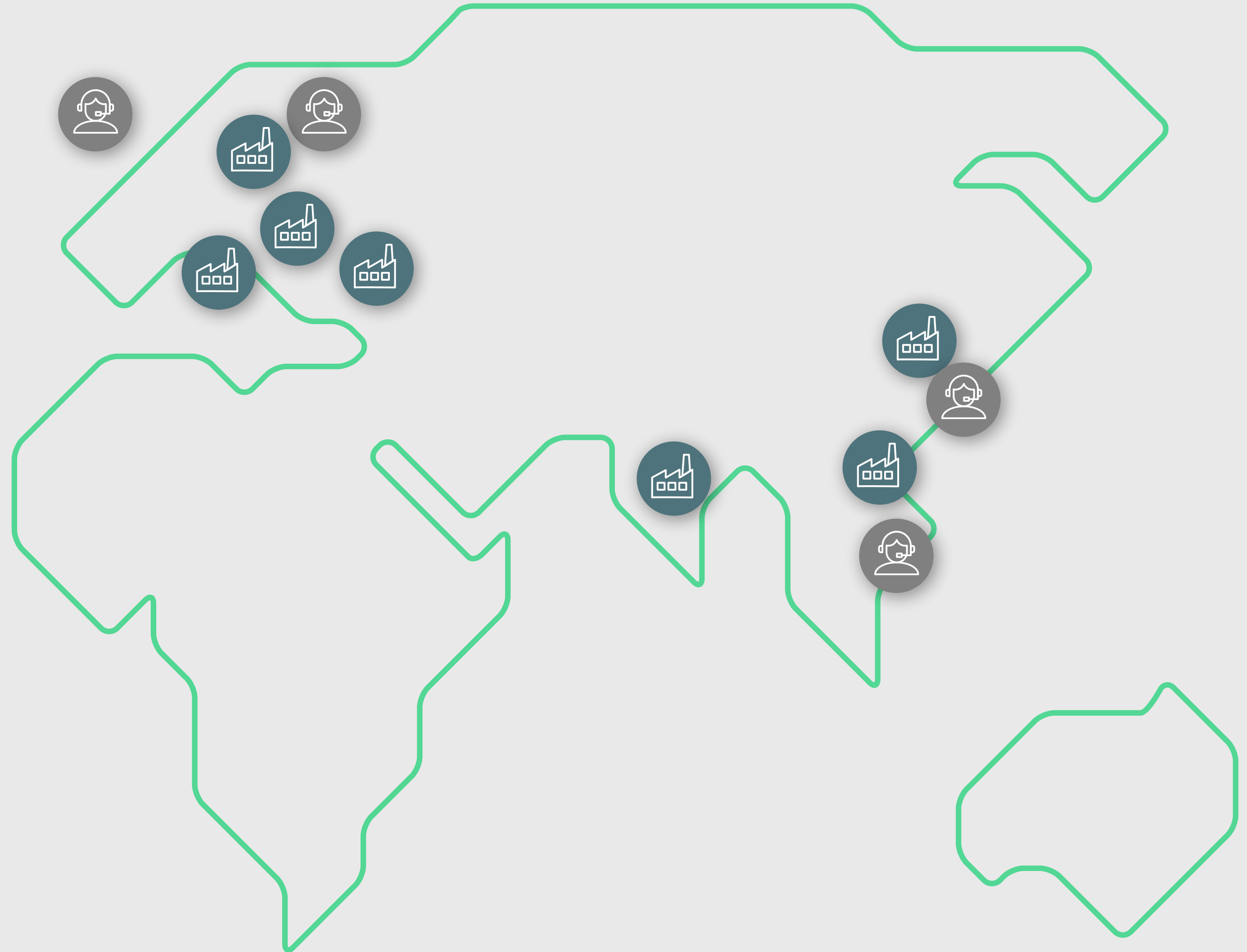
**Food
Packaging**

Where we are

A truly global reach

An international network of owned and partner-run factories offering global support and logistics

- X Global network of factories including Poland, Romania, Hungary, Italy, India, China and Vietnam
- X Local offices in Europe and Asia
- X International warehousing, freight and logistics
- X Multi-lingual customer service



Why work with us

Why Swedbrand?



Global reach

Our international production network supports brands all over the world



Great value

Packaging solutions tailored to your budget and your needs



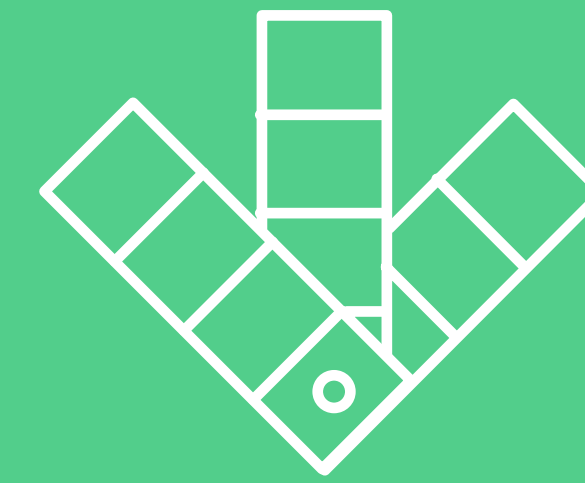
International delivery

Global warehousing and logistics support



Quality control

Local teams on the ground to maintain quality



Colour matching

We ensure accuracy throughout production



Customised solutions

Products created to meet your specific needs

How we work

Our team goes the extra mile

Wherever you need us, we'll be there

We're a tight team of passionate professionals committed to delivering an exceptional experience for every client. We build collaborative, open relationships to design better solutions.



What we offer

Flexible production capacity

Offering tailored packaging solutions to our clients

Our vast network covers a broad range of production techniques and gives us the flexibility to deliver highly customised solutions at scale.

What we offer

Quality in every detail

Our local teams guarantee impeccable production standards

By owning factories and keeping local team members on the ground, we can control the quality of every box and bag we deliver. We strive for quality without compromise.

How we work

Impeccable standards, no compromise

**Commitment to ethical and sustainable practices
by internationally recognised organisations**

Swedbrand is committed to setting an example through the service we provide to our clients and as a responsible employer and manufacturer. We are continually challenging the possibilities of packaging to help brands solve problems and improve their sustainable credentials.



Who we work with

A proven track record

We're proud to partner with some of the world's most iconic brands

We work with global brands and retailers across multiple categories - from supermarkets to fashion, from luxury to technology. Our mission is to bring the best out of every brand through the power of customised packaging.

RADO
SWITZERLAND

Rosen  *thal*

C&A

 **Müller**

coop


SWAROVSKI


PORSCHE

HH[®]

Axfood

VANS
"OFF THE WALL"

RÖSSMANN
Mein Drogeriemarkt

GERRY WEBER

H&M

Läderach
chocolatier suisse

bodum[®]

swatch[®]+

SPAR 

mio


ZENITH
SWISS WATCH MANUFACTURE
SINCE 1865

T+
TISSOT



Our Premium Packaging

We create packaging for some of the world's most famous luxury brands. From state-of-the-art facilities in Poland, China and Vietnam, we produce customised packaging of incredible quality and craftsmanship.



Fully Customisable



Machine & Handcrafted



Quality Assured



SWEDBRAND GROUP[®] |

Packaging makers, Problem solvers

SWEDBRAND-GROUP.COM | INFO@SWEDBRAND.COM

Where we make our Premium Packaging

Our facilities in Vietnam, China and Poland specialise in the production of our Premium Packaging

Each production solution is just as unique as the packaging reflecting the brand's image. With several locations to choose from, we can find the perfect option for every project.

- X New facility in Poland with fully automatic lines
- X Manual and automatic production lines in Vietnam and China
- X 670 workers across 3 facilities



High standards



Quality control



Colour matching

Fully automated

State of the art rigid box technology



Premium Packaging

Premium Rigid Boxes

Solid, high-quality boxes custom made to impress

Nothing enhances perceptions of quality like a custom-made rigid box. Sometimes referred to as set-up boxes, rigid boxes are the ideal choice for premium products that require extra protection.

- X A range of materials including paper, card or solid board**
- X Choice of finishings including lamination, varnish, spot UV, hot foil, embossing or debossing**



Premium Packaging

Premium Carrier Bags

Hand-finished bags designed for durability and impact

Each bag is made partially by machine and finished by the hands of an experienced craftsman. Automation helps us produce bags in large volumes. Pick your ideal solution from a wide variety of materials and finishes.

- X Made from premium paper or card
- X Lamination and varnish finishes
- X Customisable handles



Premium Packaging

Premium Confectionery

Beautifully crafted packaging for beautifully crafted treats

Beautiful packaging can give confectionery brands a competitive advantage. A growing number of chocolatiers and confectioners rely on us to engineer concepts as innovative and delicious as their own products.

- X Fully customisable
- X Machine and handcrafted
- X A choice of innovative designs and materials



Premium Accessories

Perfect finishing touches for premium packaging

Our premium boxes and bags can be given an added touch of elegance with a choice of available accessories.

- X **Satin or fabric ribbons**
- X **Fabric and textile handles**
- X **A range of premium materials and finishes**





Our projects

Swarovski - Hand cut gemstone packaging

A statement in elegance and sustainability

Swarovski challenged us to create packaging for their most valuable asset, their gemstones. The resulting trays were made to protect their precious cargo whilst remaining true to the elegance of the Swarovski brand.

- X** Made from recyclable sugarcane-based packaging
- X** Temperature resistant from minus 20°C to 50°C
- X** Premium yet highly durable and robust packaging



Swarovski - Hand cut gemstone packaging



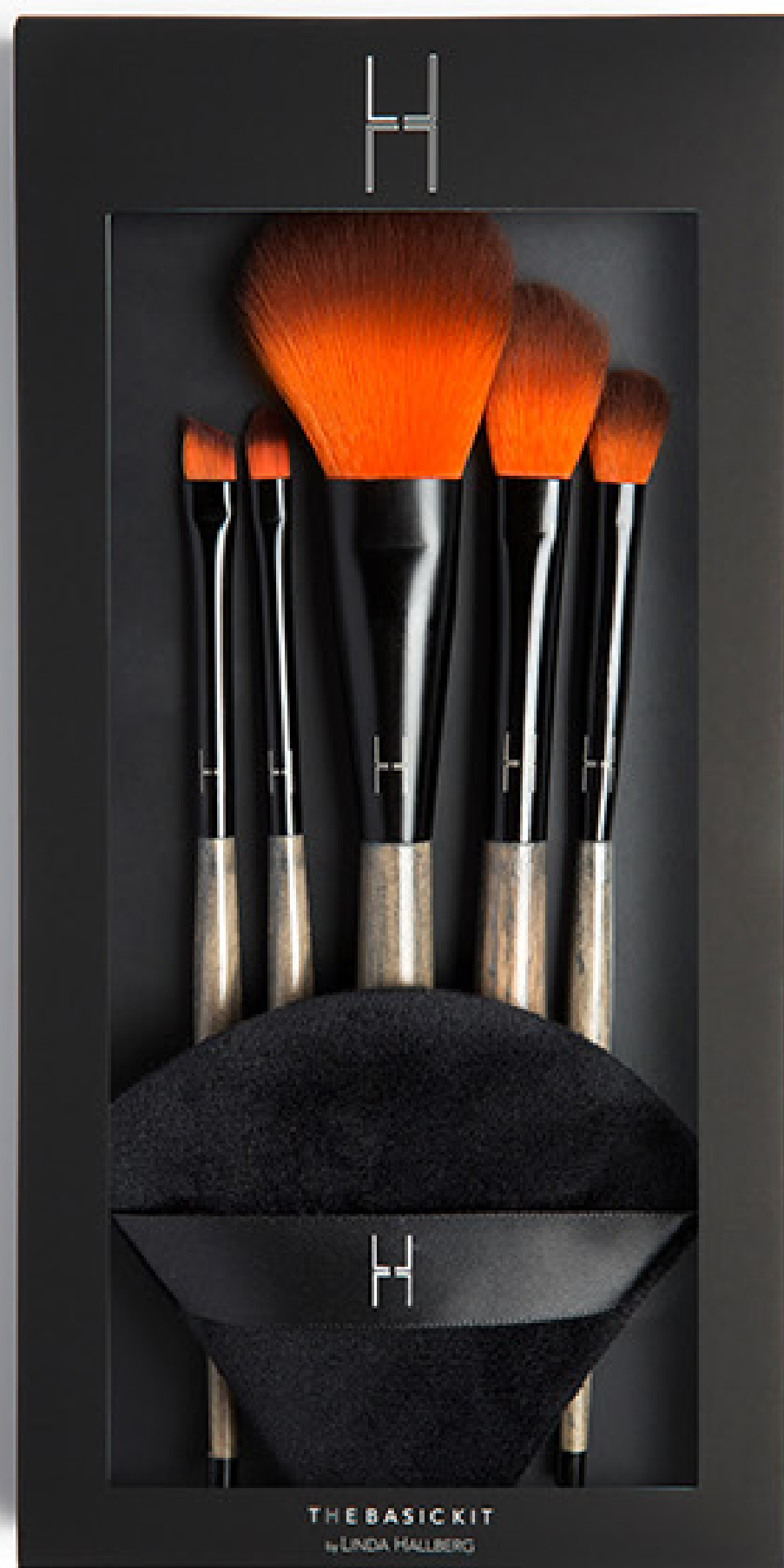
LH Cosmetics - Luxury makeup packaging

We made a beauty brand look stunning

Swedbrand has enjoyed a collaborative relationship with the premium makeup brand LH Cosmetics since 2016. We use innovative materials to create premium packaging for an entire range of products.

- X Innovative materials and beautifully crafted packaging
- X Highly collaborative client relationship
- X Foldable box designs custom made for individual products
- X International production support

LH Cosmetics - Luxury makeup packaging



Porsche – 918 Spyder Roadside Care

Gift packaging tailor made for an automotive icon

Porsche China wanted to create a VIP roadside care package for owners of their new hybrid supercar. The resulting gift bag and box evoked the luxury and exclusivity of the Porsche 918 Spyder.

- X Luxury finishing and materials
- X Rigid box and hand-finished bag
- X Complete service from design to delivery



Porsche - 918 Spyder Roadside Care



Bringing beauty to the world

When H&M decided to launch a new global cosmetic range, they turned to a packaging company with the scale required to deliver. Swedbrand designed and produced premium packaging in Poland for more than 350 SKUs and then delivered to facilities all over the world.

- X** Logistic planning across nine countries
- X** Design and manufacturing for a global market
- X** Distribution to H&M Cosmetics producers worldwide
- X** Forecast planning before seasons to secure materials and production capacity



H&M - H&M Beauty cosmetics



GLOW-TO-GO

HIGHLIGHTER
STICK

H&M
NET 0.13 FL OZ / 14 ML

EYE FIDELITY PRIMER

CREAM LIP COLOUR
NET WT. 0.13 OZ / 3.5 G

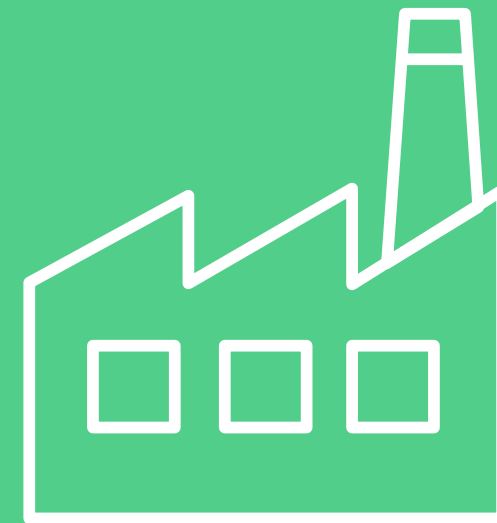
MATTE LIP COLOUR
NET WT. 0.13 OZ / 3.8 G

Want to have a look around? Take a virtual factory tour



Quality control

Local teams on the ground
to maintain quality



Full factory tour

See our production
capabilities in action



Compare worldwide locations

Explore our network to see
where and how we can help

Got a packaging project? Get in touch.



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