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intelligent packaging  
needs smart thinkers!

Showbox



## The SHOWBOX - The Shoebox Revolution

- The SHOWBOX is a fusion - it combines 100% of the Papacks design with 100% of Goerner Bionic's development and implementation. It's the "must have" product for every shoe lover: the object of desire in packaging design without hiding the product within. The SHOWBOX is like a chameleon, a quick-change artist; there's a fittingly designed SHOWBOX for every shoe which becomes a collector's item in its own right and even from the outside reveals what's inside.
- For those who like to show off what they've got, there's a whole lot of innovative technology in our SHOWBOX to perfectly showcase its contents. To make you feel one with it and so that we're not simply shipping fresh air and are therefore protecting the environment, on first acquaintance it's a shallow cardboard box. In just a few simple steps, you become the builder of your new personal cult object.

# Staggeringly functional



Is there any better way to display your shoes?

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# Sneakerness 2015



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