



Handmade Bee Clean Citrus Spice Beard Bomb is lightly scented with essential oils that provide antiseptic and astringent qualities.

Cool it off

Bee Bomber

Portland, Oregon

Web: www.beebomber.com

Owner: Leann Calvi

THE PRODUCT: Skin balms made with meltable butters

THE PROBLEM: The balms made by Leann Calvi of Bee Bomber in Portland, Oregon, contain organic plant butters such as unrefined shea, cocoa, and mango. Each butter is solid at room temperature but melts very quickly in warmer temperatures. As orders started pouring in from across the nation, Calvi had to quickly figure out how to package and ship her balms so they would not melt in transport. While she only had to replace one order after melting — shipped to Texas during the summertime — Calvi became concerned there may be other ruined orders she did not know about.

Calvi looked far and wide in the cosmetic community to find a shipping solution that would insulate her products. Including cold packs in boxes was an obvious possible solution, but not for Calvi. Not only were they cost prohibitive, but her products do not behave well in extreme cold. Most importantly, cold packs were not an eco-friendly solution. It wasn't until she started researching how chocolate makers maintain quality when shipping chocolate products that she found the winning answer.

THE SOLUTION: Calvi discovered that chocolate bars are shipping in Cool Blue insulated, FDA-approved recycled plastic and reusable foiled mailers. They act as a shield against three different types of heat transfer: conduction, convection, and radiant. The interior insulation bubbles prevent heat transfer and the exterior foil



Above: Bee Bomber's Preserve Facial Cream is designed to help combat the daily oxidative stress that leads to visible signs of aging.

reflects 97 percent of the radiant heat. The mailers keep products at a steady temperature and act as an additional cushion to protect products from breakage.

The extra packaging raised Calvi's costs, but she tucked the price increase inside an across-the-board price hike. It turned out not to be a problem at all, and sales have only increased.

THE RESOURCES: Cool Blue or Cool Shield bubble mailers are available on amazon.com in smaller quantities and in larger numbers from www.uline.com and www.nortechlabsonline.com.^{HB}

Donna Maria is the author of "Making Aromatherapy Creams and Lotions," and the founder and CEO of the Indie Business Network, a trade organization providing affordable product liability insurance, community and entrepreneurial mentoring, and coaching to American makers and handmade entrepreneurs. Learn more at www.IndieBusinessNetwork.com.


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