



Award-winning clinical packaging development

Simplify project management and accelerate time to market

- Innovative safe packs for clinical sample transit
- Six months to design and develop
- Cohesive service design
- Plastics and print development
- Prototypes assembled by Lucid
- Supplier sourcing and management
- Test and accreditation support

The Situation

Vets testing herds of animals, clinicians, and participants in dispersed clinical trials faced significant challenges maintaining the integrity of diagnostic specimens in transit.

Expensive couriers and bulky packaging still exposed handlers to toxic hazards from improperly-packed or damaged samples.

The Challenge

Royal Mail wanted a share of the market - millions of diagnostic specimens sent annually - in a way that avoided setting up new systems or exposing its people to risks.

Royal Mail's marketing team commissioned Lucid's team to develop a practical product and service proposition that it could sell to its unions and management board.

Our Solution

Collaborating with Royal Mail's safety, security and logistics experts, every interaction that a specimen could have with people and resources was mapped and analysed for risks and opportunities to simplify.

We created several alternative options. The ideal solution was a rugged, tamper-evident/resistant pack that dropped into a normal post-box.

Was it possible? Safely transporting toxins, compliant to international standards in such a small container had never been done before.

3D CAD, structural analysis, mouldflow analysis and extensive materials expertise enabled us to develop an incredibly robust and intuitive pack.

Safebox™ is designed for single use, to avoid cross-contamination. A patented one-way snap fit system easily assembles and is simple to dismantle. Package recipients and postal staff are protected by features which visually reveal sample breakages before the pack is opened. Parts separate for recycling and cannot be reassembled.

The Result

After 10 years, Royal Mail Safebox™ is still in use by laboratories and clinicians in the UK, and has been licensed to postal authorities in Australia and the Netherlands.

"...it takes a few minutes to realise just how clever the design is..."

- Jonathan Berg, Association of Clinical Biochemists