

For a future beyond 2050

In its deerskin products, Cervo Volante combines high quality and functionality with responsibility towards nature and the environment and timeless design that can be handed down to the next generation with a clear conscience



Marc Fischer

Founding Partner and Creative Director
Cervo Volante

Hunters shoot more than 10,000 deer a year in Switzerland. They generally take only the tender meat and the antlers as a trophy, while the skin is used, if at all, to make chamois leather for window-cleaning. "In most cases these days, the rest is simply disposed of, even though it constitutes a natural, healthy and renewable raw material", says wildlife biologist and founding partner Conny Thiel-Egenter.

Now, the shoemaker's daughter has joined forces with friends and business partners to ensure that at least 2,000 of over 10,000 deer hides annually will be tanned entirely organically, without using toxins, and processed as deerskin into valuable products. The name of both the project and the company speaks for itself: 'Cervo Volante' – the flying stag beetle. As a logo, the stag beetle represents the current renaissance of 100% organic leather production in Switzerland.

Model AG was asked to produce a corrugated board shoe box for this young company.

Mr Fischer, how did you find out about Model?

Although I'd known about Model even before the age of the internet, I was doing a Google search in the autumn of 2017, looking where I might get the cleanest cardboard box in the world.

What specifications did you have for your shoe packaging?

It had to be a high-end shoe box and robust mail-order packaging in one. We wanted it to be made mainly from recycled material, without any glue, and it had to be easy to assemble, so that it would meet the high environmental standards of our entire enterprise as well as the production-side shoe manufacturing and packing requirements. What's more, we didn't want it to land straight in the next cardboard collection when it

reached the customer, so it had to be good-looking and functional enough to be re-used.

What other materials did you consider?

None, because at present only a clean cardboard box can meet those requirements.

How did the Model team meet your wishes?

It couldn't have been better. We discussed things with Peter Eibl and briefed him on what we wanted: the cleanest shoe box in the world. Within ten days, he and his team had developed and produced three formats of a type of box which fulfilled all of our criteria. We loved it. For the Cervo Volante brand launch two weeks later, Model AG provided us with plotted prototypes which we could have screen-printed (overnight, thanks to Chris Hart) with our identity.

What is important to you in continuing to work with us?

Based on the same functionality, we will produce further types of box for future products, and also hope at some point to be one of the first users of Fibre Evolution, which will give us what is probably the very cleanest raw material possible.



Sustainable, hand-made, and encased in the cleanest shoe box - the Val Verda derby shoe from Cervo Volante

What would you particularly like to see?

More companies like the Model Group, which invest in resource-saving packaging solutions and the materials used to make them, whether paper or plastic. And more companies which invest much more in developing environmentally friendly packaging in general, because as a brand and a producer they have a responsibility to the consumer to offer solutions which conserve and respect our world as a whole. Packaging can be one of the biggest problems for the environment. We have long known what a huge risk it poses to our habitats and our flora and fauna.



Do you have any upcoming projects that we can tell our Model Box readers about?

Cervo Volante has found a permanent base, and on 8 June 2018 we moved into two floors at Neumarkt 24, in the heart of Zurich's old town. There are some very exciting developments going on in organic leather production, too, such as an age-old but forgotten technique for dyeing the leather black as part of the tanning process. We are also working on prototypes for what we call 'functional necessities' – bags, wallets, bags and protective cases – from our special VoVo leathers, all of which will be hand-made. New shoe models are also coming, some of which are being produced in cooperation with international designers.

Which markets or regions are you planning to conquer next?

We are not interested in conquering just any market or region. Rather, we are aiming for organic, healthy growth. We want to make our products available in the most efficient, resource-saving way we can to anyone who wants to support Cervo Volante in its mission to make each step of the entire value and production chain as environmentally and socially responsible as possible. That's what we stand for: recreating future traditions – for a future beyond 2050.

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