

Bringing brands to life through your letterbox, new multi-sensory resources

- **Museum of Brands develops 'Brand Boxes' intended to encourage and support bonding**
- **The retro brand box is specially designed to encourage reminiscing and spark conversations**
- **Heritage brands including Pears Soap, Kit Kat and Murray Mints will bring back memories and help carers and those they care for bond**

The impact of successive lockdowns has been really hard for those living with dementia and their carers, with isolation, social exclusion and loneliness particular problems. Support is hard to access, and many people are digitally excluded from the help and support other people take for granted.

To help tackle loneliness and encourage bonding, the Museum of Brands has collaborated with DS Smith to develop a special Brand Box intended to help carers and those living with dementia. Designed to be sent through the letterbox to help those who may not be able to leave the house, the pack will contain a selection of heritage brands in a special box created to encourage reminiscing, spark conversations, bring back positive memories and allow carers and those they care for to bond over precious memories.

The items chosen for the Brand Boxes are multi-sensory to encourage memories through smell, touch, and taste as well as sight and will contain the packaging for heritage brands including Pears Soap, Vaseline and Kit Kat, plus games and activities designed to stimulate memory. These include Match the Brand Mascot, War-Time Cookery and an activity guide with descriptions and fun facts about the objects in the pack, and activity ideas to help reminiscence.

The Brand Boxes have been developed as part of the Museum of Brand's Living Brands initiative which offers creative activities, engaging events, and training opportunities to support people living with dementia, their families and carers, and care professionals. Brands are brought to life through replica memory boxes and multi-sensory reminiscence.

Almost a million people in Britain are estimated to be living with dementia – 7.1% of all people over the age of 65. Over half of everyone in the UK will know someone who has been diagnosed with it and there are estimated to be over 670,000 people in the UK acting as primary, unpaid carers. *

Anna Terry, Museum Director says, "Our innovative Brand Boxes are designed to fit through people's letterboxes to bring reminiscence activities right into the homes of people living with dementia and their carers. The box folds out to share evocative imagery and contains replica heritage brands for recipients to feel and smell, creating new learning experiences as well as encouraging memories."

Boxes containing flat packaged objects will be sent free of charge to carers and people with dementia, especially those who are digitally excluded, from April 2023. There will be an initial pilot of 1000 boxes available.

Brian Jones, CEO of Carers Networks shared with us: “This is a brilliant idea to reach people who might be excluded socially and digitally. Both people living with dementia and their carers enjoy seeing the old packaging of their favourite brands. Resources like this help battle isolation and offer an activity so carers and their cared ones can spend time together.”

The Brand Boxes have been designed and produced in partnership with DS Smith, a leading provider of sustainable packaging solutions, with funding from The DS Smith Charitable Foundation.

Rob Wheatcroft, E-commerce and innovation specialist at DS Smith said: “DS Smith is delighted to support the Brand Box initiative. As part of our international Community Programme, we are pleased to provide for our communities and in this case by offering a valuable resource for those suffering with dementia, and those that care for them. The Brand Box was designed collaboratively with the Museum of Brands to create a multi-sensory pack experience, including images of products from the past, and a unique ‘brand skyline’. Reminiscence materials from the museum are conveniently delivered to the recipient inside this letterbox-sized pack. The Brand Box is also re-usable, so it can be sent onto friends and family, and is recyclable at end of life as part of our transition to a Circular Economy.”

Living Brands is generously funded by City Bridge Trust, Garfield Weston Foundation, Linbury Trust and National Lottery Community Fund.

*Figures according to The Alzheimer’s Society and to Alzheimer’s Research UK

The Museum of Brands is open from 10:00 to 18:00 Monday to Saturday and 11:00 to 17:00 on Sundays and Bank Holidays. The Museum is located a short walk from Ladbroke Grove tube station at 111-117 Lancaster Road, W11 1QT. www.museumofbrands.com

Socials: Facebook @MuseumofBrands Twitter @MuseumofBrands Insta @museumofbrands

Press Images: [Click here](#)

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To apply for a box or for further information on how apply for one, email Sara at
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About the Museum of Brands

The Museum of Brands provides a fascinating insight into how everyday lives have changed over the past 200 years through the evolution of consumer brands. Through exhibits showcasing historic and contemporary household packaging, toys, magazines, newspapers, technology, travel, fashion and design, a fascinating picture emerges, creating a visually stimulating and thought-provoking experience, and for many an emotional and nostalgic reunion with their past. The museum has over 14,000 items of daily life on show, spanning 200 years of British consumer culture.

The centrepiece of the Museum is its Time Tunnel, which transports visitors through wars and coronations, changing fads and fashions, the coming of cinema, radio and television, the dramatic rise of branding and marketing, the spread of cheaper travel, the evolution of magazines and

newspapers, and an endless stream of innovations that have made things more convenient for millions.

The Museum displays part of the Robert Opie Collection, which began in 1963 when Robert started to save contemporary packaging and advertising. By 1975, the Collection was large enough to have its own exhibition, 'The Pack Age', held at the V&A. Following media and public acclaim, a permanent museum was established in Gloucester. Moving to London in 2005, it is now known as the Museum of Brands.

The Museum is an independent, educational charity and is funded by income generated through admissions, retail, catering, venue hire and charitable grants and donations.

Registered Charity No. 1093538

About DS Smith

[DS Smith](#) is a leading provider of sustainable fibre-based packaging worldwide, which is supported by recycling and papermaking operations. It plays a central role in the value chain across sectors including e-commerce, fast moving consumer goods and industrials. Through its purpose of 'Redefining Packaging for a Changing World' and its [Now and Next](#) sustainability strategy, DS Smith is committed to leading the transition to the circular economy, while delivering more circular solutions for its customers and wider society – replacing problem plastics, taking carbon out of supply chains and providing innovative recycling solutions. Its bespoke [box-to-box in 14 days](#) model, design capabilities and innovation strategy sits at the heart of this response. Headquartered in London and a member of the FTSE 100, DS Smith operates in 34 countries employing around 30,000 people and is a Strategic Partner of the Ellen MacArthur Foundation. Its history can be traced back to the box-making businesses started in the 1940s by the Smith family. North American operations are based in Atlanta, with 15 manufacturing, paper and recycling facilities, totalling more than 2,000 employees. DS Smith will report annually its progress across its climate targets in its Sustainability and Annual Reports.