

Valuing What's in the Box

A Dutch bicycle manufacturer, VanMoof, has come up with an ingenious idea for ensuring that its product is safely transported to its customers.

VanMoof plans to sell 90 percent of its bicycles online by 2020, but after seeing a considerable number of products getting damaged during deliveries and incurring serious losses, the company was left with two options – rethink its business plan or come up with an effective solution. Luckily, it managed to come up with something so brilliant that it's bound to be copied by other companies that rely on online sales.

Creative director Bex Rad wrote on the company blog: “Earlier this year, our co-founder Ties Carlier had a flash of genius. Our boxes are about the same size as a really massive flat-screen television. Flat-screen televisions always arrive in perfect condition. What if we just printed a flat-screen television on the side of our boxes?”

By simply printing a flat-screen TV on the boxes, the company reduced the rate of damaged goods by 70 to 80 percent.

The conclusion? When we value what's in the box, we treat the box with greater care.

In Genesis 1:27, the Bible says: “So God created man in His own image; in the image of God He created Him; male and female He created them.” When we understand that people have been imprinted with the very image of God, we treat people with greater care.



But there's something else that belongs on the outside of our box – something that increases our value even more. Yes, we possess God's image, but we have been bought and redeemed by the sacrifice of the Son of God. That means that every person you meet has a price tag placed on him or her by God Himself – the value of the very life of Christ.

When we value what's in the box, we treat the box with greater care. How do we treat people? In Life Care and Century Park, we have the opportunity to show that we value what's in the box by the care and love we give to our customers. That's a great motivator for service.

See how the precious children of Jerusalem, worth their weight in fine gold, are now treated like pots of clay made by a common potter (Lamentations 4:2 NLT).

– Beecher Hunter