

4 230670 005490

**Economic Protective Renewable**





**CORRUGATED**

OF COURSE

**Cool Facts**



**Economic**

# Corrugated Packaging increases sales

A close-up photograph of a person's hand holding a vibrant red bell pepper. The hand is positioned over an open cardboard box, which is part of a display of various vegetables. In the background, other produce like yellow bell peppers and green leafy vegetables are visible, along with more cardboard boxes. The scene is set in a grocery store, illustrating the use of corrugated packaging for fresh produce.

**68%** of consumers make their shopping decisions at the point of sale

# Point-of-sale impact



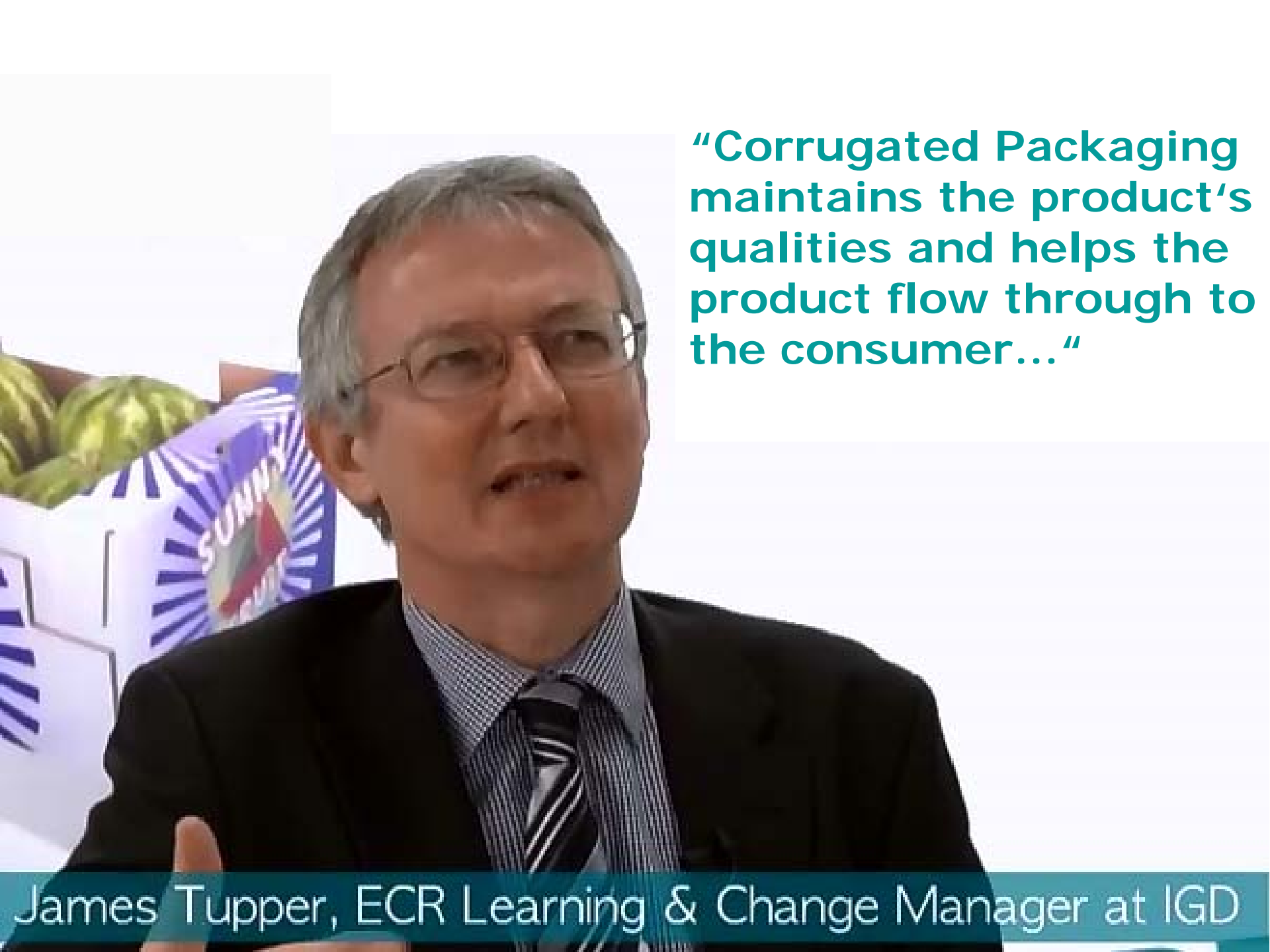
- Free advertising space
- Practical promotional medium
- Maximum brand communication



# Delivering the 'Five Easies'

- Easily identified
- Easily opened
- Easily replenished
- Easily shopped
- Easily recycled



A man with grey hair and glasses, wearing a dark suit, a patterned shirt, and a striped tie, is speaking. He is positioned in front of a display of watermelons in white corrugated cardboard boxes. The boxes have a colorful logo that includes the word 'SUNNY'.

**“Corrugated Packaging maintains the product’s qualities and helps the product flow through to the consumer...”**

James Tupper, ECR Learning & Change Manager at IGD



“Easy ID...making sure that the product quickly comes to the shelf.”

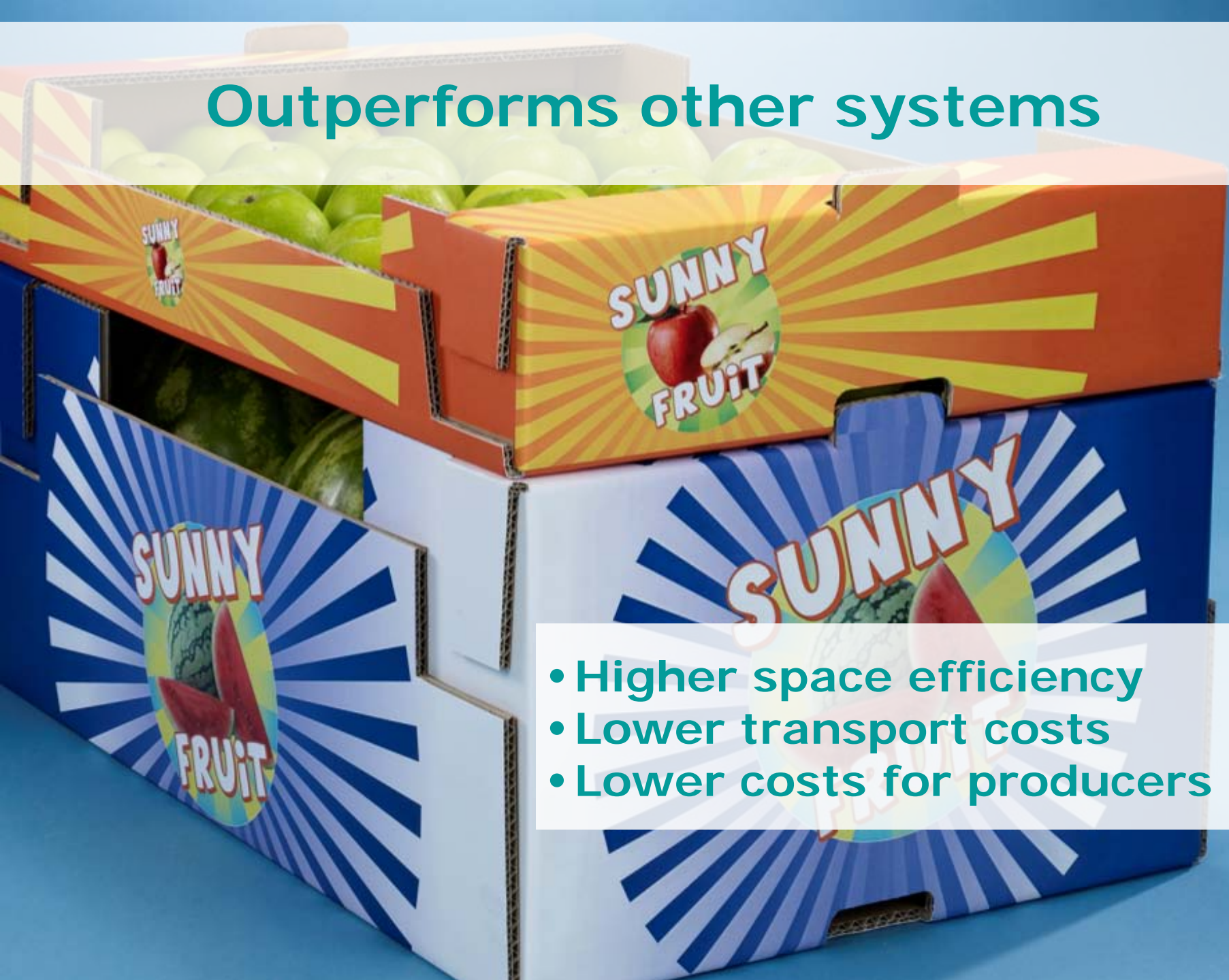
Gavin Chappell, Supply Chain Director of Asda and Co-Chair of the ECR UK Product and Packaging Waste Working Group



# A to B efficiency

- 
- Fits every product
  - Maximum products on pallets
  - Minimum warehouse space
  - Less lorries on the road
  - Lower logistics costs
  - Fully stackable Common Footprint

# Outperforms other systems



- Higher space efficiency
- Lower transport costs
- Lower costs for producers

# Enhancing the European Economy



**70%** of European FMCGs travel in corrugated

**42.1 billion** square meters

**686 plants** across Europe



**Protective**

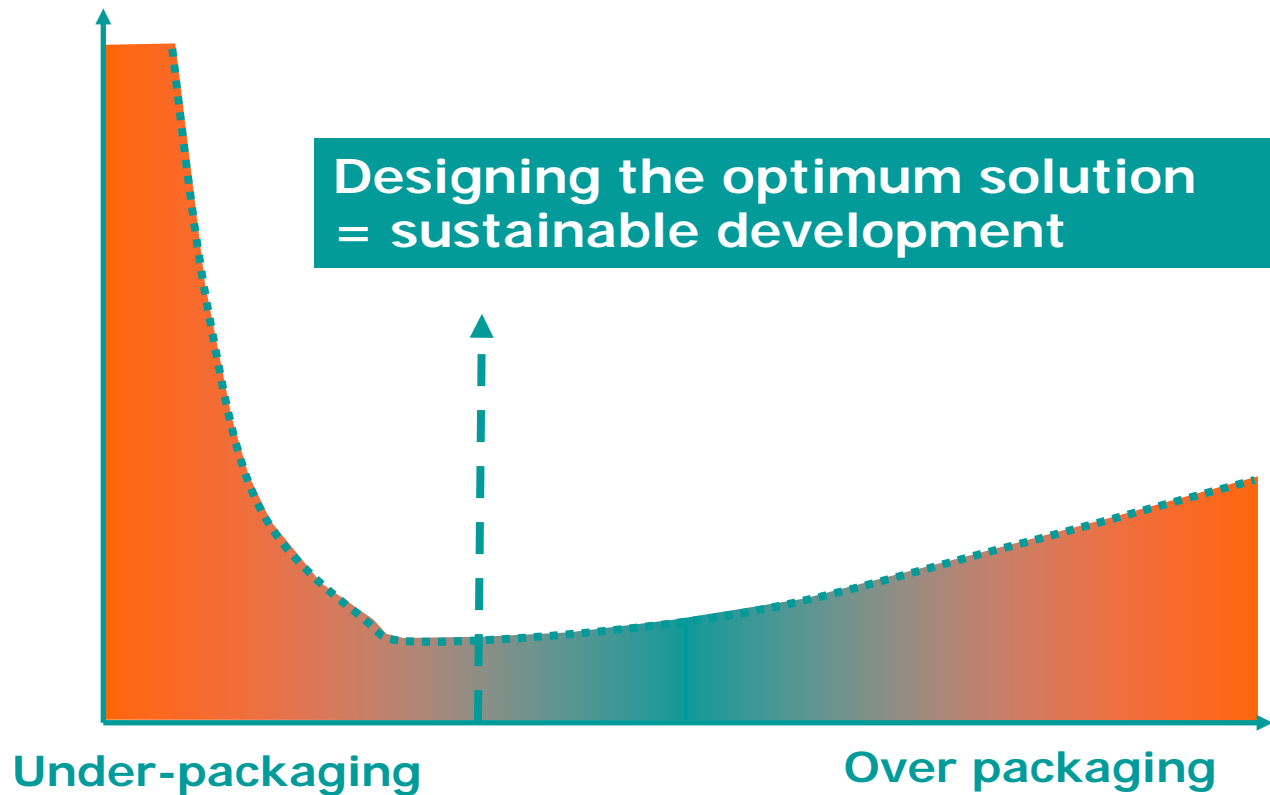
# Food Waste - a Global Crisis



- **33%** of world food production lost
- **€6.15 billion** lost in UK Supply Chain alone

# Packaging protects more resources than it uses

Environmental impact



# Engineered for Protection

- Stacking heights
- Footprints
- Air vents
- Handles
- Interlocking mechanisms
- Moisture resistance
- Maximised protection

REWE *Bio*

M C 297 REWE *Bio*

# Nurturing our food





**Renewable**



# Corrugated Packaging is sustainable

- **100%** renewable
- **100%** recyclable
- **100%** biodegradable
- **82%** of paper for corrugated packaging is derived from recycled content



# Europe's forests continue growing

- **17 million** hectares expansion
- **33%** more new trees grow every year than are harvested
- **37.8%** of Europe is covered by forest

# Consumers prefer paper-based packaging



- **79%** think paper-based packaging is better than plastics
- **73%** believe in sustainability of paper-based packaging

4 230670 005490

**Economic Protective Renewable**





**CORRUGATED**

---

OF COURSE