

# DS Smith Safe Sender

Countering the thefts of online shipments which result in €39 million unnecessary costs for e-Tailers, Brands or Retailers.

Source: IMRG

**Increased  
security**

The Power of Less®



# Why do we need a new innovative returns solution?

DS Smith research shows customers are saying...

## Security

E-Tailers, Brands and Retailers are grappling with counterfeit and theft of online shipments.

Our simple design is completely tamperproof during first and return journey.

Key challenges for luxury and premium brands

**1 in 10**

persons worldwide reported having at least one parcel lost or stolen between May 2021 and April 2022

**1 bn**

kg of plastic estimated to be used in e-commerce by 2027

**2.5%**

of the total trade value were estimated to be counterfeit goods value in 2017.

Source: IMRG, ICC, INTA





# Discover DS Smith Safe Sender

Countering the thefts of online shipments which result in €39 million unnecessary costs for e-Tailers, Brands or Retailers.

Our simple locking system offers tamper proof protection throughout delivery and return shipping. Ensuring our customers products are safeguarded and transported securely.



## Increased security



Putting safety first. We know reducing costs associated with theft is top of mind for our customers. A tamper proof design that prevents undesirable access to the product.

## Enhanced sustainability



With sustainability credentials driving consumer behaviour our product eliminates the need for excessive packaging and uses fully recyclable materials to reduce waste and minimise environmental impact.

## Design simplicity



Our designers have collaborated to create an evolutionary product that puts simple design at its core. Featuring a 6-point glued design and incorporating an unique locking system, this solution is not only fast to erect on the pack bench, but also offers secure shipping without the need for additional sealing materials.

## Elevating unboxing experience



Consumers are seeking a seamless unboxing experience that enables them easy access to their purchases. Our convenient solution ensures products arrive securely and in excellent condition, whilst offering tool free access - helping build trust and driving repeat purchases with consumers.

# Innovative features

The key features that make the DS Smith Safe Sender a market leading product.



## Increased Security

- Opening zipper
- Side Tab locking feature
- Closing Tape

## Enhanced sustainability

- Corrugated Cardboard
- Made from recycled liners
- Easy to curb side recycle
- Mono material



## Elevated unboxing experience

- Easy fold down
- Easy to recycle at home
- Minimal packaging within customers home
- Tool free opening (zipper)



## Design simplicity

- Pull pack (no glue required)
- Pack bench optimisation
- Easy to handle on pack bench - designed to fold inwards







# Engage in the future of responsible packaging

For additional information visit  
[www.dssmith.com/safesender](http://www.dssmith.com/safesender)

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