

# 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



# 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 counterfiet goods value in 2017.



# 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



### **Enhanced** sustainability



### Design simplicity



### Elevating unboxing experience



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.

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.

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.

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

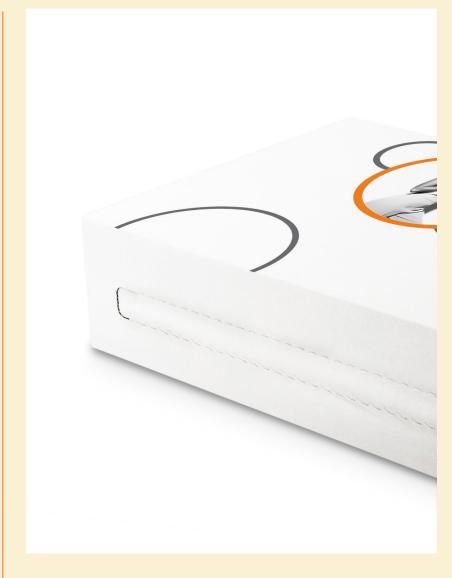
#### Enhanced sustainability

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)



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

