

Sustainable Home caRe

packaging innovations

Discover 4 packaging opportunities that will bring more value to your Home caRe brands.

Redesign & Redefine your approach to Home caRe packaging.



Home caRe
webinar Q&A
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Market overview

Modern solutions for a changing world

The Home caRe market is rapidly growing. Adapting to the needs of the market presents many challenges and opportunities including **store visibility, E-Commerce, green packaging, packaging inclusivity and more.**

Shifts due to recent world events

have visibly changed the homecare product landscape.

The global market is changing as a result of climate change as well as many other phenomena which we can observe in the world around us. The homecare market is seeing steady growth, yet many brand owners are faced with a dilemma when it comes to adapting to the new demands of the market. Problematic plastic is progressively being replaced by sustainable circular-ready materials that are 100% recyclable. Packaging is designed with online shopping in mind and there are new, inclusive solutions on the market that respond to specific consumer or age group needs. In response to these changing circumstances, brands must design their packaging to be environmentally friendly and recognisable.

We are at a turning point, where efficiency, sustainability and inclusivity are more important than ever before.

What is the situation like in Europe?



Consumption is changing

Ethical consumption is on the rise, meaning that brands must establish an even stronger connection with the consumer and build on trust.¹ **Regulations are becoming stricter in relation to materials and product composition, making environmentally harmful plastics even less desirable.**

The world's population is aging and the fastest growing age-group is the over 65s.² At the same time more than 4.3 billion people had mobile internet access in 2021³ and as much as three-quarters of the global population is predicted to have internet access by 2030.⁴

Online consumption has increased all over the world, including in Europe. In Poland, homecare product consumption increased by 2% in 2020 and 0.5% in 2021; online sales are also predicted to keep on rising into the foreseeable future.⁵

But change brings new challenges...



Shift towards E-Commerce

Covid-19 has given a huge boost to online sales. Preparing your product for online delivery has now become a top priority.



Green transition

Consumers want to see more efficient use of packaging materials. 72% of adults in Germany who clean would switch to cleaning products that use less packaging.⁶



Changing demographics

Consumer demographics are changing. With demands coming from both older and younger consumers, packaging should be inclusive for both.

But change also brings new opportunities...

¹ Mintel, A year of innovation in fabric care, 2020

² UN World Population Prospects 2019, World Population Prospects 2019: Highlights | United Nations

³ Mintel - QR codes undergo a reboot

⁴ Euromonitor - Understanding the Socioeconomic Drivers of Megatrends

⁵ Euromonitor - E-Commerce Share % of Total Sales for Home Care Category

⁶ Mintel, A year of innovation in household cleaners, 2021

Overview

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OPPORTUNITY 1

Store visibility



Making your products visible is essential:

Every day consumers are exposed to over 3,000 advertising and promotional messages.

In-store purchases are largely impulse driven.

90% of information sent to the brain is visual.⁷

Make sure you stand out from the crowd

Product visibility is one of the key factors influencing sales volume. As much as 60% of all in-store sales are driven by customer impulses.⁸ Shops are also saturated with promotional material and making your sustainable shelf-ready packaging and POS displays visible can be a challenge.

Consumers are choosing eco-friendly products instead of environmentally harmful plastic ones. Brand image has become an ever more crucial driver of sales, as more and more customers seek functional, visually appealing products with guaranteed value.⁹



DS Smith Tip:
90% of information sent to the brain is visual!¹⁰
Making your product stand out is therefore essential for ensuring steady sales.

⁷ <http://www.kdmpop.com/2014/02/Why-Effective-POP-is-More-Important-than-Ever.cfm>
⁸ <http://www.kdmpop.com/2014/02/Why-Effective-POP-is-More-Important-than-Ever.cfm>
⁹ Mintel, A year of innovation in household cleaners, 2021
¹⁰ <http://www.kdmpop.com/2014/02/Why-Effective-POP-is-More-Important-than-Ever.cfm>

Market research from numerous countries shows that consumers are more environmentally aware and prepared to choose eco-friendly sustainable products over regular ones. Additionally, consumers demand for products that use less plastic is steadily increasing.¹¹ With paper based POS displays that highlight how sustainable is your product and packaging, your customers will gain trust and recognize the benefits and added value of your brand.

Make your products stand out

More and more companies are seizing the opportunity to use secondary packaging designs to support brand messaging and leverage their form to create visually striking mono-branded shelves.

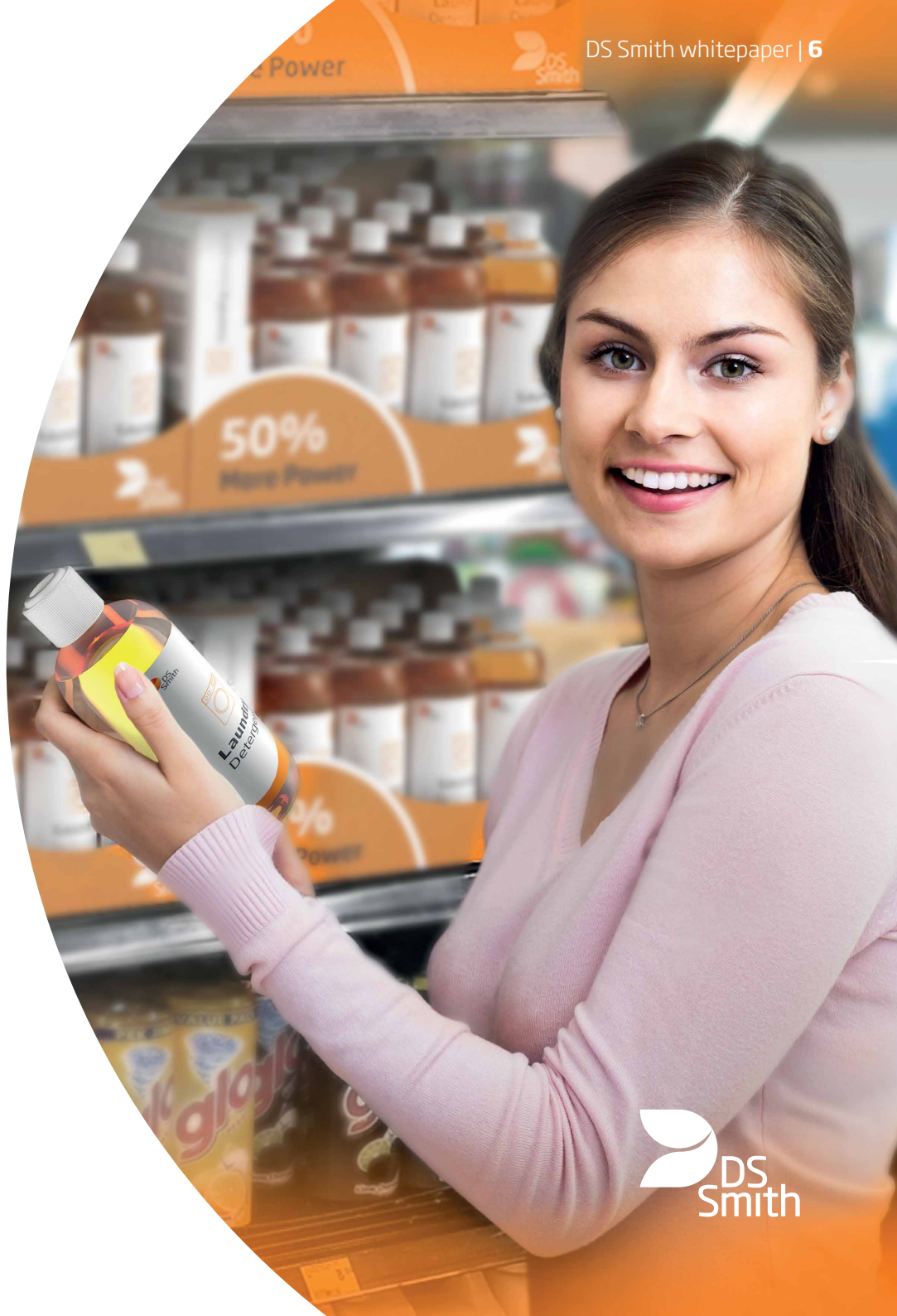


76% of shopper purchase decisions are made in store.¹²

Making your packaging or product display stand out will make consumers more likely to choose your product over others.

Shelf-ready packaging that stands out because of its colour, attractive shape, recyclable material and positive messaging is more likely to attract the attention of environmentally aware shoppers.

If you want to discover more about our innovative shelf-ready packaging solutions and POS displays for your products, please contact us. Our packaging experts and PackRight Centre teams can assist you with your design challenges and dilemmas, and help you get ahead of the competition.



¹¹ Euromonitor, Country reports and Mintel,

¹² <http://www.kdmpop.com/2014/02/Why-Effective-POP-is-More-Important-than-Ever.cfm>

Our packaging solutions for your shelf-ready products

With our innovations and expertise in packaging, we can offer your products striking shelf-ready packaging and POS displays that are sure to attract consumers' attention.

Home caRe packaging is becoming an increasingly important area of consumer interest. Consumers are looking for products that deliver in terms of value and functionality in packaging with a strong visual appeal.



Our packaging solutions include:

- Sustainable POS displays and shelf-ready packaging that ensure your consumers easily find your eco-friendly products.
- Quality packaging with a distinct look and feel that conveys a message of sustainability.
- Striking and effective designs with clear-cut colour schemes enabling easy in-store navigation.
- Use of sustainable non-environmentally harmful materials that are 100% recyclable.



Our solutions to your challenges:

The power of paper

Sustainable, 100% recyclable materials are on the rise and so are paper based sustainable displays. There is a widespread demand for products and product displays that do not contain problematic plastic, or are at least easy to recycle.

Paper based displays and packaging can be recycled and reused, and in addition the choice of fibre based materials, the appropriate use of colours and targeted promotion of sustainability make it clear to the consumer that the brand is environmentally friendly. Large brands which are steadily increasing their market share increase have adapted their POS displays and packaging to raise their awareness of their sustainable credentials.

Sending a positive message

Positive messaging on products and product displays will encourage shoppers to use your product and make a positive contribution to the safeguarding of the environment.



Consumers are willing to pay more for products that will positively impact the environment.¹³



Now POS displays contain a message that promotes energy saving and attracts potential environmentally aware customers.

¹³ <https://www.businesswire.com/news/home/20211014005090/en/Recent-Study-Reveals-More-Than-a-Third-of-Global-Consumers-Are-Willing-to-Pay-More-for-Sustainability-as-Demand-Grows-for-Environmentally-Friendly-Alternatives>

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OPPORTUNITY 2

E-commerce



Step into the future

The challenge of online shipping and designs that are fit for demanding supply chains.

E-Commerce ready packaging designed to impress your customers.

Elimination of waste and excess materials.

Charge forward with E-Commerce ready packaging

During the last years, online connectivity has become an important part of our daily lives and we have come to appreciate the benefits of e-commerce.

The increasing demand for sustainable packaging and the large demand for online shopping call for changes in product design. As much as 53% of connected online customers have reported that they would be lost without the internet and 31% of connected consumers say that they prefer to use online communication.¹⁴ Satisfying the demands of both e-commerce and sustainability can present a big challenge to any brand.



Online shopping of Home caRe products has seen a significant growth, due to offering convenience, better prices, an increasingly wide consumer choice.

¹⁴ Euromonitor - Understanding the Socioeconomic Drivers of Megatrends

Our packaging solutions for your E-Commerce ready products

We can help you adapt your products for the online market of today and tomorrow. Our innovative packaging designs coupled with our professional knowledge and effective testing methods can make your product ready for any challenge.

The consequences of the COVID-19 pandemic have changed the face of industry. There is substantial evidence that supply chains will have to adapt to the new ways of commerce. The growth of e-commerce has already seen a substantial increase all over the world. The share of e-commerce in Poland has increased by 2%, with countries like China not far behind.¹⁵ With our packaging solutions, we can help you adapt your products to the online growing market and enable you and also help your brand grow.



Our packaging solutions include:

- Robust packaging prepared to withstand commerce supply chains
- Product personalization for those searching for premium quality or collectible products
- Sustainable materials ready to help your customers achieve their sustainability goals
- Efficient design free of any wasteful or environmentally harmful materials such as plastic

Our solutions for your problems:

Sturdy, sustainable and stylish

Our sustainable designs are made to withstand the unpredictable conditions of long and complex supply chains. Our paper based packaging is 100% recyclable, with a distinct look that lets your customers know they are making a positive impact on the world.

Due to the rising consumer awareness of plastic waste, paper is becoming an integral part of packaging design. In UK, as much as 25% of cleaning product users say that they would be interested in trying eco-cleaning products to reduce waste¹⁶ and in France as much as 66% say that they try to use laundry products labelled as eco-friendly.¹⁷

There are examples on the market where retail packaging has been redesigned for e-commerce, such as more sturdy and sustainable eCom boxes with detergents that can easily be shipped anywhere with ease.



¹⁵ Euromonitor - E-Commerce Share % of Total Sales for Home Care Category

¹⁶ Mintel, A year of innovation in hard surface cleaning, 2020

¹⁷ Mintel, A year of innovation in fabric care, 2019

Redefine

E-commerce Packaging

Personalised and premium

We offer design solutions that will cater to your product's every need. With our help your product will be prepared for the upcoming rise of subscription models with a personalised touch. Product designs that are thoughtfully made will not only reduce redundant empty space and contribute to a positive environmental impact. They will also have a premium look that is sure to impress your customers as they unbox their packages.

Personalised subscription models demand a unique look. Visual appeal significantly impacts brand diversity. Giving your product innovative packaging is therefore crucial for a distinct premium look. At the same time, choosing refillable or recyclable packaging can contribute to a more circular economy. **Many products now** come in a plastic-free packaging that are elegant and efficient.

If you want to discover more about our innovative E-Commerce solutions please get in touch with us. Our packaging experts and PackRight Centre teams can assist you with your design challenges and dilemmas and help you get ahead of the competition.

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OPPORTUNITY 3

Green, circular ready packaging



Be a part of the cycle

Reduce problematic plastic use

Design your packaging for recycling and reuse

Replace wasteful packaging with green alternatives

Contribute to a positive environmental impact

Climate change is having an ever greater impact on the global economy. Regulatory pressure is increasing in response and is forcing industry to be more sustainable to use more eco-friendly materials.

Consumers are becoming more conscious about their consumption than ever before and favour products that benefit the environment. Above all consumers in larger urban areas and in with higher purchasing power are becoming increasingly aware of the importance of green

products and packaging. Refill products are also becoming standard, with more refillable packaging appearing on the market.



87% of household care users in Spain believe that brands should be responsible for reducing their plastic usage.¹⁸

¹⁸Mintel: A year of innovation in hard surface cleaning, 2020

How our packaging designs can help you become circular ready

With our team of experts and with the help of our innovative designs we can adapt your packaging for the 21st century and make it eco friendly as well as circular ready.

Our expertise in the field enables us to find smart and efficient solutions for reducing the use of environmentally harmful plastics. Using green and recyclable materials like paper can significantly boost your brand image and sustainability without compromising your product's quality, efficiency or costs.

New packaging either uses less plastic or uses no problematic plastic at all and it is 100% recyclable.



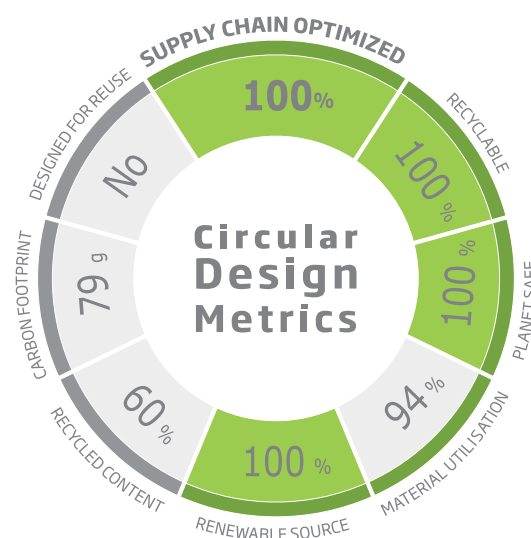
Our packaging solutions include:

- Circular-ready packaging made from recyclable materials
- Refillable solutions for more efficient product use
- Paper-based green alternatives for problematic plastic packaging
- Eco-friendly packaging with clear labelling and information for proper use and disposal

Our solutions for your problems:

Efficient eco-friendly design

By making your products occupy less space and adapting their packaging for specific supply chains, you ensure there is less packaging waste. Using 100% recyclable materials ensures that your product packaging can be recycled and later re-used as new material. Rising consumer awareness of the environmentally harmful nature of plastics is a major crisis waiting to hit the home care industry. Millennials are a group that is especially careful when buying home care products. By making your packaging more eco-friendly you are not only attracting more potential customers but also contributing to the well-being of the environment.



Circular Design Metrics of Saponia's new, 100% recyclable packaging for laundry detergent



Our circular design specialist can help you measure and compare the circularity of specific packaging designs with the help of our new, breakthrough tool the **Circular Design Metrics**.



Reconsider

Sustainable Packaging

Refill, reuse, resolve

With our carefully thought-out designs your products can become refillable and consequently reduce the negative impact on the environment.

Nowadays, consumers are more critical of wasteful packaging and are more likely to choose products that will save money and won't have a negative impact on the environment. The number of refillable products and refillable stations is steadily increasing all over Europe. Companies together with retailers are offering refill zones where customers can quickly and easily refill their packaging with their favorite product.

If you want to discover more about our green, circular-ready packaging solutions and innovative tools please get in touch with us. Our packaging experts and PackRight Centre teams can assist you with your design challenges and dilemmas, and help you stay one step ahead of the competition.

Learn more about new DS Smith 100%
Recyclable product range



[Learn more!](#)



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OPPORTUNITY 4

Efficient & Inclusive packaging



Be more than just efficient

Make better use of your packaging and optimize size

Concentrate your formula for better efficiency and smaller costs

Reduce your carbon footprint and transportation expenses

Make your packaging better than ever before

Efficient packaging also means efficient transportation. With recent climate change trends, reducing our carbon footprint has become an important priority and this is where better packaging comes into picture.

Recent changes due to the Covid-19 pandemic have also led to changes in consumer behaviour, especially when it comes to online shopping, which has seen an overall market increase. Adapting products for complex transport chains is already a challenge but making them efficient is non less demanding. Coupled with the need to ship large quantities of product with low carbon emissions, these problems can seem to represent a particularly daunting task.



Efficient and effective

Our efficient packaging ensures that your packaging space is used up as efficiently as possible. Better, more functional, and more ergonomic – your present and future products can be made to be both efficient and easy to use.

With consumers becoming more demanding, the need to make Home caRe products more efficient is rising. Many highly concentrated laundry detergents are now sold in smaller volumes and packed more efficiently. This means both lower transportation costs and a lower impact on the environment.



Europe is seeing increasing demand for sustainability, with less packaging and lower transportation costs.

Ecologically aware

By making your products occupy less space, your transportation expenses will drop and so will your carbon footprint.

By minimising product size and optimising pallet loading, the total number of journeys will decrease, which translates into lower carbon emissions. If you want to discover more about our efficient and inclusive packaging solutions, please get in touch with our packaging experts and PackRight Centre teams. We can assist you with your design challenges and dilemmas, and help you make your products and packaging more efficient than ever.



Our way of making your packaging sustainable and efficient

Our innovative solutions can make your packaging space more efficient, which will reduce transportation costs and lower transport emissions. Designing your products to be environmentally friendly and tailored to your consumers needs is also a way to make your brand stand out.

Together with our team of circular design experts we can design packaging that meets all of the demanding specifications that make a product sustainable and efficient. Using green and recyclable materials like paper from recycled fibres and properly designing packaging space will boost your brand recognisability and efficiency.



Our packaging solutions include:

- Sustainable and inclusive packaging that makes efficient use of space and meets your consumers' needs
- Lower carbon emissions
- Adaptive design suitable for customers of any generation
- Paper-based packaging with premium feel and look
- Clear labelling and instructions for proper use and disposal

Our solutions for your challenges:

Adaptive

Changes in design can help you become more appealing to certain customers who need more functional packaging.

With a growing ageing population, changes in accessibility are of the essence. With smart changes in product design you can make your product more appealing to specific age groups. In this way you are not only attracting more potential customers but also contributing to safeguarding the environment.



Research shows that persons over 65 are the fastest-growing age group.¹⁹



¹⁹ World Population Prospects 2019: Highlights | United Nations

Want to make a positive impact?



With the help of our packaging designers and strategists we can help brands all over Europe to get a head start with our sustainable solutions.

But we don't stop at being sustainable, our goal is to help design products that are also circular-ready, efficient and, if desired, have a premium look. We are prepared to find effective solutions for your challenges related to E-Commerce, sustainability, and consumers' needs.

What's more, we are also helping brands to transition away from environmentally harmful plastics towards renewable, circular-ready materials and paper-based solutions.

Now is the time to adapt your brand's packaging for the changing world and be ready for a sustainable future.



Visit one of our PackRight Centres, where our experienced packaging experts can help you with your challenges and share the insights of our new innovative Home caRe offer that can truly enhance your brand. We will do our best to support you with our breakthrough tools, the right insights and also make your products stand out with the help of sustainable and effective packaging designs.

Home caRe webinar Q&A



We are pleased to share with you answers addressing questions asked during the Home caRe webinar entitled **“Discover sustainable Home care innovation”**, organized by DS Smith on 24th of November 2022.

On the next slide you can read the key opinions of DS Smith packaging experts and interesting quotes of Reckitt & Saponia representatives, who have been with us during the event and shared valuable insights from the perspective of leading businesses in the Home caRe category.

We wish you a nice read!

Home caRe webinar Q&A

For what types of products from the home care portfolio (meaning tabs, liquids, powders, etc) do you see the biggest potential when talking about circular-ready packaging?

Answer delivered by Tihana Kostenko, Marketing Director for Saponia & Kandit.

We are pleased to have a partner that recognizes our requirements for more environmentally friendly packaging because, as a manufacturer of detergents, our goal is to reach zero waste from production by 2030. Paper packaging covers the area of powder detergents, and in the future, such packaging will be developed for capsules as well. Both require moisture barriers and so far, such packaging was not recyclable. With new solutions based on paper and recycled plastics or biobased plastics packaging, manufacturers are achieving sustainable, circular solutions that seemed, just a few years ago, not possible. The problem remains with plastic packaging, where circular waste management is still quite questionable. The process of collection, disposal, recycling and reuse in production is not going at the pace we would like, and we see a lot of room for improvement here.

What is the lead time for a new project from concept to market implementation for circular-ready packaging?

Answer delivered by DS Smith expert.

Lead time depends on the project's complexity and it takes from up to 3 weeks for basic packaging designs, while for more complex development, when testing is required it can take up to 6 weeks. For projects with very specific design, there is always a development time plan created.

How satisfied are you with the material used for your packaging coming from recycled material?

Answer delivered by Tihana Kostenko from Saponia & Kandit.

Saponia carries out a series of activities to reduce the amount of packaging waste generated from products placed on the market. In the past five years, we have reduced the amount of plastic packaging placed on the market by about 52%, and cardboard by about 50%. In addition, of the total cardboard packaging placed on the market, currently approximately 85% is made of recycled materials. Such an approach to waste management provides benefits to Saponia in addition to the ecological and financial sense. We have excellent cooperation with DS Smith dedicated to cardboard packaging that can be recycled, is completely biodegradable, and, accordingly, environmentally friendly. The content of recycled fibers in the produced packaging material is at least 85%, at the same time fully meets our quality requirements in terms of product protection and transport safety. Our cooperation is a great example of circular waste management optimization, as Saponia procures transport packaging from DS Smith and delivers paper for recycling, which is again used to produce transport packaging.

Home caRe webinar Q&A

Can we avoid glue-closing of cardboard boxes?

Answer delivered by DS Smith expert.

There are many packaging solutions available without glue closing. Our packaging experts usually take into account all aspects of the specific product & supply chain and decide jointly with our customers which solution is fit for the purpose as we may aim to speed up the manual packing process or to save costs during packing automation.

How are retailers approaching changes for more sustainable packaging?

Answer delivered by Valeria Passoni, Packaging Innovation Senior Associate from Reckitt.

We have seen retailers active in promoting more sustainable packaging and products. In recent years large retailers and associations are releasing guidelines on how brand owners and companies should design and develop their packaging. The main focus is on the 3 "R": reusing, reducing and recycling. It is a complementary way to reduce CO₂ emissions. The whole supply chain from suppliers to brand owners & retailers are working in the same direction of facing climate change and reducing the CO₂ emissions.

Is the quality of 100% PCR corrugates (post-consumer resin) the same as non-recycled ones?

Answer delivered by DS Smith expert.

The most important aspect is to understand what are the requirements to fully protect the product including its journey through the supply chain and how sustainable solutions we can offer. Although the structure of recycled paper is different from virgin fiber, it is the role of our experts to ensure packaging meets all requirements.

Why are refillable stations not extremely common?

Answer delivered by DS Smith expert.

Consumers in larger urban areas and in with higher purchasing power are becoming increasingly aware of the importance of green products and packaging which is why the number of refillable products and refillable stations is steadily increasing all over Europe.

[Read more on pages 15 & 16.](#)

Home caRe webinar Q&A

What are the key demands from governments regarding sustainable packaging?

Answer delivered by DS Smith expert.

Regulatory pressure is increasing, directing the industry towards more sustainable solutions and use of more eco-friendly materials. The use of plastic straws, cutlery and polystyrene cups, among other things, has already been banned by EU rules. Recently we have spotted meaningful changes in the French market, where a list of fruits and vegetables, which cannot be packed in plastic packaging, has been introduced. In other countries, work is also underway to strengthen more sustainable habits.*

[Read more on pages 16.](#)

*Source: <https://www.bbc.com/news/world-europe-59843697>

What is your approach to eCommerce packaging? What challenges face this channel?

Answer delivered by DS Smith expert.

In Europe alone, over 70 million cubic meters of air are shipped every year because of excessive packaging which is greatly impacting the environment. According to DS Smith research, excess materials like cardboard are currently costing European companies as much as 47.8 million Euros per year and causing large amounts of excess packaging materials. DS Smith packaging experts are tackling this important challenge by developing designs of eCommerce packaging that are fit for demanding supply chains and eliminating excess materials.

[Read more on pages 9-11.](#)

What actions are you taking to prepare the design & sales team to answer customer needs for sustainability?

Answer delivered by DS Smith expert.

Our partnership with the Ellen MacArthur foundation enables us to share knowledge & resources and integrate circular economy thinking into our learning and development programs as well as into the culture of our entire business. We have trained 700 of our designers on circular design principles which they are using in their day-to-day work. In parallel we are optimizing pack designs through our leading packaging performance program (PACE), reviewing customers' supply chain data to optimize individual box life cycle and embedding requirements for fiber optimization in New Product Development. Furthermore, we have developed a new, breakthrough tool, Circular Design Metrics to measure the circularity of packaging design. [Read more on page 14.](#)

How is moisture protection from Eco click performing?

Answer delivered by DS Smith expert.

We are using a special barrier on the paper that protects packaging from the potential influence of liquid. What is more this material is 100% recyclable.

Home caRe webinar Q&A

How does Eco click protect against unwanted openings?

Answer delivered by DS Smith expert.

Eco click solution has a mechanical locking system that requires complex manual manipulation to release the lid (simultaneous push at two points that is protecting from opening by box by small kids).

For more insights get in touch with our packaging experts.

What does it mean that packaging is circular-ready?

Answer delivered by DS Smith expert.

Circular-ready packaging supports a circular economy, an economy that works in harmony with our natural world. This means designing out waste & pollution, keeping products and materials in use for longer and regenerating natural systems.

What are the features of the packing that is considered circular-ready?

Answer delivered by DS Smith expert.

Circular-ready means not using more materials than necessary, optimizing your supply chain, using recycled materials as second nature, and making sure packaging can be recycled or reused. This is how we approach circular-ready packaging solutions at DS Smith.

Read more on page 14.

How DS Smith can help with cooperation with retailers?

Answer delivered by DS Smith expert.

DS Smith has resources and dedicated specialists that are in contact with main retailers. It is important to underline that main retailers have their packaging manuals and DS Smith can support producers with expertise on how the product should be packed to meet retailer requirements. Having both offset and flexo production capabilities, DS Smith can supply for in/out actions and regular sales for retailers. Finally, DS Smith has wide experience in producing packaging for private labels and can, on short notice, supply packaging that meets retailers' requirements and doesn't require further qualification. It is worth remembering that circularity is important for most of the retailers while DS Smith delivers circular-ready packaging and can close the cycle with its packaging, paper and recycling division.

Is "Inside printing" which increases the marketing appeal and sales a sustainable option?

Answer delivered by DS Smith expert.

Using less ink may have a better impact on the environmental pillar but sustainability is much more than that. If the packaged good does not generate value through sales, because of the inefficient packaging in retail, used raw materials and energy are wasted. There is a similar concern when the packaging performance is threatened just to have a „sustainable look“ without considering the real supply chain conditions.



Get in touch and discover our packaging innovations from 100 % recyclable materials designed for Home caRe products.

At DS Smith we are committed to driving innovation and sustainability in partnership with our customers.

Let's create a sustainable packaging future together!
Start the Cycle and get in touch today.

Contact your local DS Smith expert or choose your preferred location.



www.dssmith.com

The Power of Less®