

How corrugated packaging increases retailers' efficiency



Consumers prefer corrugated

- Full information on brand, origin and content
- Delightful shopping because of attractive design
- ACNielsen: paper-based packaging is preferred

Corrugated serves retailers' needs



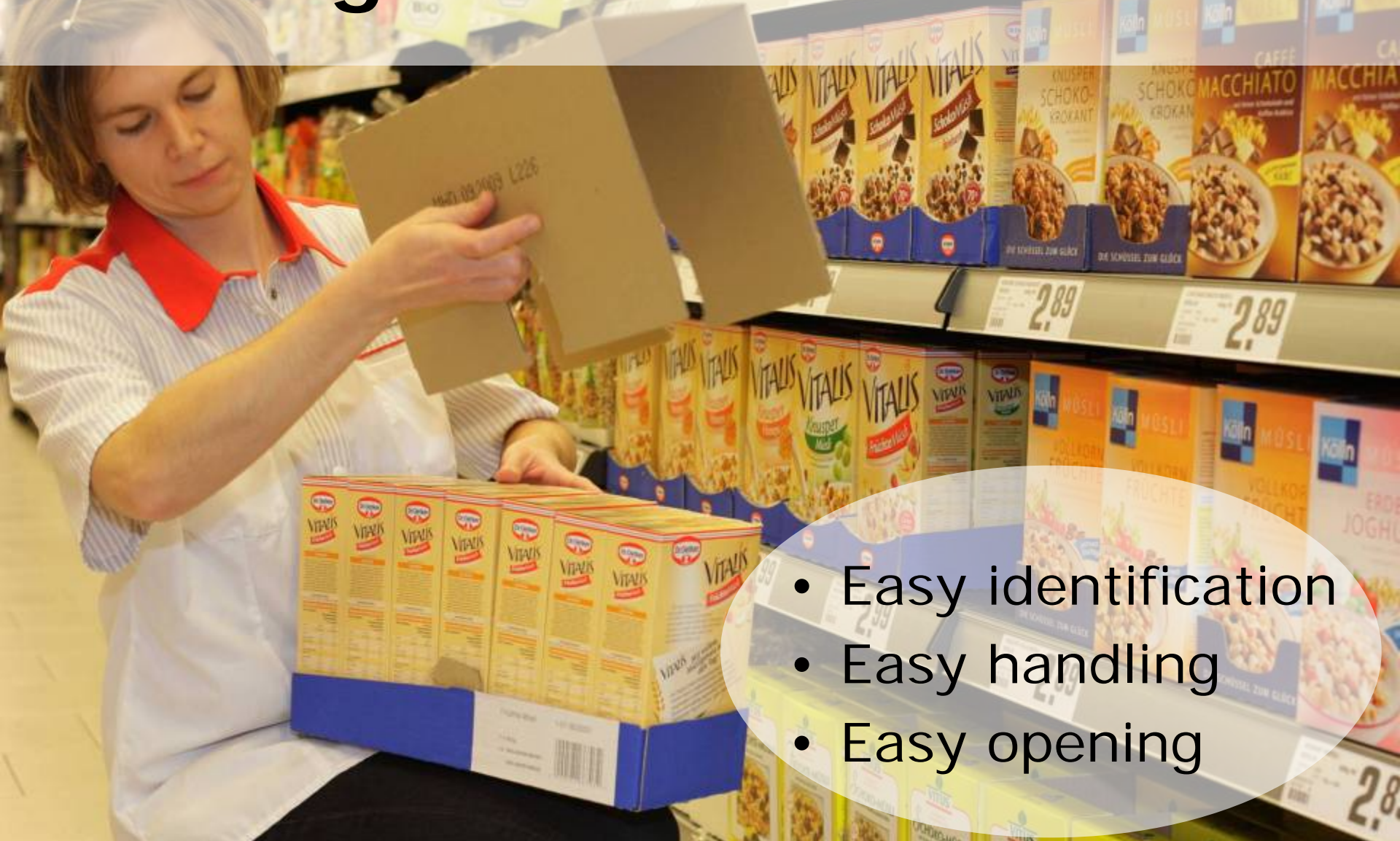
- Up to 70 % of purchase decisions are made at POS
- 2-3 seconds decide on success of product
- Printed packaging is advertising

Strengthen your in-store marketing



- Brand building
- Sales promotion
- 80 % of goods are not advertised

Save logistics costs



- Easy identification
- Easy handling
- Easy opening

Improve your supply chain



- Common Footprint:
Europe-wide standard
- Space efficiency up to 98 %
- Stable stacks
- Stackability

Use fresh packaging for fresh products




- Every box is brand new
- Used only once
- No hygienic risks

Benefit from easy disposal

- One-material packaging
- No separating or sorting
- Space-saving storage

Meet consumers' ecological demands

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- Made from 100 % renewable resources
 - 82 % are made of recycled materials
 - Climate preserving effects
 - Perfect recycling loop

Rely on perfect availability



- Reliable delivery
- 460 companies, 730 plants
- No risk of supply shortages

Summary

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- Strengthen your in-store marketing
- Save your logistic costs
- Improve your supply chain
- Use fresh packaging for fresh products
- Benefit from easy disposal
- Meet consumers' ecological demands
- Rely on perfect availability

Corrugated packaging:

**Good for business...
...and society**