

CORRUGATED OF COURSE

For more information visit
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What is most efficient in
the logistics chain?



What is
renewable,
recyclable and
biodegradable?



What makes
in-store handling
easier and
increases sales?



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Corrugated packaging – serving retailers' needs

Economic

Corrugated packaging increases sales.

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

Corrugated packaging makes handling easier and improves on-shelf availability.

- Easily identified
- Easily opened
- Easily rotated and replenished
- Easily recycled

Corrugated packaging is A to B efficient.

- Precisely tailored to fit every product
- Maximum products on pallets
- Efficient use of warehouse space
- Less lorries on the road

Economic



Protective

Corrugated Packaging offers stable and effective protection.

- Fluted construction provides natural cushioning
- Single, double or triple wall board provide for adequate strength
- Optimised stacking heights, footprints, air vents, handles and interlocking mechanisms maximise protection

Renewable

Corrugated Packaging is sustainable.

- 100% renewable, 100% recyclable, 100% biodegradable
- 82% of paper for corrugated packaging is derived from recycled content
- Studies show that consumers prefer paper-based packaging*

* GfK study, 2009

