Better Planet Packaging

Smurfit Kappa continues to lead in innovative sustainable packaging solutions for our customers, led by our ‘Better Planet Packaging’ initiative, which provides our customers with sustainable solutions today, ready for the challenges of tomorrow.

In doing this we:

- **Develop** and **design** paper-based packaging concepts and materials with improved functionalities, that are fully renewable, recyclable and biodegradable as alternatives for today’s unsustainable packaging solutions.
- **Educate** and **inspire** all stakeholders to understand the role sustainable packaging can play in addressing the challenges of waste.
- **Support** our customers and other stakeholders to develop a go-to-market strategy and **implementation** plan for paper-based packaging alternatives.

We have a range of tools and approaches that support our BPP initiative. See our case studies on pages 16-19.

Better Planet Packaging

Better Planet Packaging seeks to reduce packaging waste and address the challenges of litter that ends up in our oceans and land.
Better Planet Packaging continued

Develop and Design

We are working with customers (and many other stakeholders) to deliver innovative, sustainable packaging solutions.

These solutions include alternatives to traditional fruit and vegetable packaging (Safe&Green), a paper-based solution to traditional wood and plastic pallets, a lightweight sustainable alternative to wooden pallet tops (TOPPSafe™) and a portfolio of products to replace single-use plastics in the bundling of cans and bottles (TopClip, GreenClip and Nor-Grip), to name a few. We are working to develop paper-based packaging with functional barrier properties, that are fully renewable, recyclable and biodegradable, and new recycling systems (linked to the paper recycling system) to recycle packaging that is ‘unrecyclable’ today.

Automated Packaging Solution

Topro, a producer of mobility aid products, needed smarter transport packaging in order to minimise logistics costs and environmental impact. It also wanted to improve production efficiency and automate its entire packaging process. Together with Topro, we assessed the supply chain throughout Europe and, with the help of Paper to Box, defined the required packaging criteria and functionality. Our new tapered box solution allowed better pallet fit with 180 more products per truck. Our solution for Topro reduced logistics costs by 40% and its packing line is now 100% automated.

Brand Enhancement

Through Sustainable Choices

School kit is a box developed for an Argentinian office product company. The customer wanted to improve recognition and market share of its brand through sustainability. The box is designed for school material supplies and can be repurposed later into tools for school children such as rulers, folders and pencil cases. The customer has achieved the anticipated brand recognition and the initiative has led to the introduction of recycling projects in schools.

Automated packaging line

100%

Development and Inspiration

Smurfit Kappa’s engagement with customers was best illustrated with two flagship events: our biennial innovation event in May 2019; and our inaugural Global Better Planet Packaging Day in November 2019. This year, we also launched the ‘BPP starts with ME’ internal campaign to ensure that, as a Group, we are working hard towards removing plastic waste in our daily lives, both at home and at work.

The 2019 Innovation Event, which involved hosting over 350 customers from across the globe, focused on the theme Better Planet Packaging, looking at how we can make packaging for a sustainable world.

Global Better Planet Packaging Day

On 22 November 2019, we hosted our inaugural Global Better Planet Packaging Day. This event saw us welcome over 650 brand owners and retailers from our Global Experience Centre network in 27 locations, across three continents. The day comprised a combination of educational and inspirational lectures followed by a series of interactive workshops aimed at helping our customers to design packaging that helps rather than harms our planet.

Paper-based solution

100%

Customers welcomed on Global BPP day

+650
SupplySmart

SupplySmart is a combination of unique tools, data and expertise that enables customers to optimise their supply chain with improved packaging solutions with the assurance they’re making fully risk-assessed decisions that will deliver measurable cost savings.

Smurfit Kappa engages with businesses using a proven six-step methodology, designed to help our customers make the most informed packaging choices to deliver the best return while reducing their environmental footprints.

No-damage Transportation with a Corrugated Box

A Colombian children’s toy producer was packaging its high-quality toys in low-cost plastic bags. The situation was unsustainable for the customer, with poor product perception, damage from transport and unstable storing. After evaluating the customer supply chain, partly customised, partly standardised corrugated packaging options, Smurfit Kappa was able to offer an efficient packaging solution that allowed the customer to enter new premium product sales channels and reduce damage to the product.

ShelfSmart

The right shelf-ready packaging is proven to boost sales quickly and cost effectively, giving our customers maximum brand benefit where it matters most – at the point of purchase.

ShelfSmart is an innovative retail merchandising service designed to develop scalable, risk-proofed, shelf-ready packaging solutions. This is especially important for food packaging, where lost products mean a high environmental footprint.

Safe&Green

Safe&Green is a shelf packaging concept from Smurfit Kappa, offering our customers a 100% recyclable alternative to fruit and vegetable packaging. The concept is fit for a variety of dried and fresh fruits, vegetables, nuts, herbs, etc. The punnets, trays and other shelf-ready packaging can have a natural look or be printed with branding to attract consumers. The concept is fully compliant with EU regulations for food contact and recyclability.

eSmart

Our eSmart process is designed to improve all aspects of eCommerce packaging, from packing line to supply chain to consumer experience, including environmental impacts.

Smurfit Kappa helps customers manage complexity by analysing their eCommerce business across 12 key areas – including optimising their planning, increasing supply chain efficiency and delivering a positive customer experience. This analysis helps to identify areas for improvement and further development.

Sustainable, Protective Packaging

Smurfit Kappa worked with a leading Latin American egg provider to successfully enable them to enter the eCommerce channel. SMK tapped into the expertise and experience of our eSmart service to identify a packaging concept that would both protect the product and drive sales growth. An attractively designed pack was created to promote both the product and the brand alongside creating a positive consumer experience.

Stylish like a briefcase with handles for carrying, the packaging keeps the eggs fresh and secure throughout the supply chain. It is also attractive from a sustainability perspective because more packs can be shipped during transportation and it is 100% renewable, recyclable and biodegradable.

An alternative to fruit and vegetable packaging, which is recyclable

Renewable, recyclable and biodegradable

Product before

Product after

Better Planet Packaging continued