



Left: DS Smith managing director, northern Europe, Thomas Kure Jakobsen. Top right: DS Smith customer Arla Foods is one of the Scandinavian companies focusing on reducing their CO₂ footprint by optimising its packaging solutions. Right: Converting existing packaging to a thinner board grade can result in up to 30 per cent less pallets to stock, handle and ship.



Green ideas in green packaging

Having just scooped a gold award at the International Green Apple Awards for Environmental Best Practice, it is not surprising that DS Smith is popular with Nordic companies looking to improve their environmental profiles. *Scan Magazine* talks to northern Europe's managing director Thomas Kure Jakobsen about how and why the British firm continues to strive to reduce its clients' waste and CO₂ footprint.

By Signe Hansen | Photos: DS Smith

Turning waste paper dust into compost, the initiative that last month won DS Smith the Environmental Best Practice award, is highly characteristic for the company. As the only integrated provider to pledge zero waste, the company aims to recycle 100 per cent of packaging resources into something useful. Another aspect of the company's integrated green initiatives is to help its clients reduce their CO₂ footprints by reducing packaging and transport, as Jakobsen explains. "Most of our products are individually designed for customers, and whenever we design or make new products we look at three things: how we can help them increase their topline, how we can reduce costs, and how we can manage the risks in their operations – for example in terms

of environmental sustainability." He adds: "We can do that in many ways. Our products take up a lot of space and put a lot of trucks on the road, so if we can optimise the product to become thinner and stronger, we can serve all three of these needs." DS Smith's environmental design innovations can reduce the CO₂ impact of product packaging by up to 30 per cent.

When it comes to waste reduction, recycling has been an integrated part of DS Smith's business for decades. The company recycles both its own and other products, transforming their customers' waste into a resource rather than a cost. Hence, even in the Scandinavian countries, where many companies already have a strong environmental profile, there are possi-

ble improvements to be made, stresses Jakobsen. "Even in areas with advanced recycling systems there are some improvements to be made in waste reduction, but even more so in packaging. It is not just about saving money, but about looking at individual customers and seeing how optimising their packaging can improve their environmental impact for the good of both the company and the environment."

FACTS:

DS Smith was founded as a box-making business in London in the 1940s by the Smith family.

Today the company provides an integrated packaging, paper, plastic and recycling service.

The company operates in 36 countries worldwide, employing around 26,000 people.

For more information, please visit:
www.dssmith.com