



DS Smith repositioning creates unified vision for the future

20 November 2013

London, UK

Packaging and supply cycle strategist DS Smith has today announced that it is bringing its packaging, paper, plastics and recycling businesses together under one new unified corporate identity and brand.

The move comes 18 months after the UK-based manufacturer acquired Swedish rival SCA Packaging, which secured a 14% share of the European corrugated packaging market for DS Smith.

Group chief executive Miles Roberts said: "DS Smith has gone through a major transformation in the last few years. We are now able to offer a much wider product and service portfolio and operate on a much larger scale as a strategic partner with cross-industry expertise, while at the same time continuing to offer our customers a local, personal service.

"Our recent acquisitions have enabled us to make significant progress in the highly competitive European packaging market and have helped with the integration of our European and UK businesses.

"Our customers are constantly seeking more in terms of innovation, sales and efficiency, but with far less time and resource. Our skills and expertise allow us to support our customers in those challenges, so they can be confident that DS Smith's solutions will help solve their problems, and have a positive impact on their business and its performance."

DS Smith is now one of the leading providers of packaging solutions and the largest cardboard and paper recycling company in Europe, with a turnover of £3.7billion and more than 20,000 employees across the world.

Roberts added: "Bringing our packaging, paper, plastics and recycling operations together means we can offer customers a complete service from design and production right through to supply and recycling. The decision to bring all our operations under one clear strong brand was the natural next step for us."

As part of the repositioning, DS Smith is also launching a new website (www.dssmith.com). The new brand is launched today (20 November 2013) and will be gradually implemented across the different divisions and geographies.

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Notes to editors

DS Smith is a large, multinational manufacturing organisation with four operating divisions: Recycling; Paper, Packaging and Plastics. The company has operations in more than 20 countries and employ around 22,000 people. For more information, visit www.dssmith.com