



DS Smith Tape Back

Clever design thinking to create
seamless and sustainable returns





Why do we need a new innovative returns solution?

DS Smith research shows customers are saying...

Sustainability

Sustainability is high on agenda for consumers with 85% of Europeans claiming they want to buy products which uses as little packaging as possible.

Unsustainable packaging can have detrimental effect on business as consumers would be willing to stop buying from that retailer because the packaging wasn't suitable.

Many customers have already reduced amount of obvious plastics used in their supply cycle but there is still a huge opportunity to reduce it further.

Functionality

On top of sustainable packaging solutions, consumers still demand returnable packaging functionality.

Our solution could facilitate removing one line of tape application, as well as a ripper tape.

E-commerce plastic packaging consumption keeps on growing

1.5 billion

kg of plastic packaging used in 2021

3.2 billion

kg of plastic estimated to be used in e-commerce by 2027

85%

of plastic globally currently ends up in landfill

Source: Statista, 2023





Discover DS Smith Tape Back

With 30% of all online orders returned on average, creating an easy returns experience is how to win with online shoppers.

A product that uses clever design thinking to create seamless and sustainable returns.

Seamless returns



Our product has an easy to peel return strip ensuring visibly less packaging and no additional materials required to send back items.

Industry leading



Our designers have collaborated to create a product that uses clever thinking to offer significant benefit. The innovative design requires just one glue strip for two shipments and removes the need for a single use plastic tear strip entirely.

Enhanced sustainability



With sustainability credentials driving consumer behaviour, our product requires no additional materials to return items. It also reduces hidden non-recyclables and avoids mixing components, making it easy to recycle at home.

Improved functionality



Our product is designed to do more with less - by using less silicon backing paper and removing the need for single use plastics our innovative solution reduces waste.

It also makes it easier for suppliers to process returns and eliminates the risk of stock being damaged when returned.





Seamless use and handling

The DS Smith Tape Back couldn't be easier to use with our effortless return strip and closure design.

1 | Initial closure

The design is erected as standard on the pack bench; however, Tape Back is an innovative feature that enables a single line of adhesive sealing tape to also provide a returns option.



2 | Tape peel

Once the items have been safely packed for shipping, the packer removes the left and right side of the silicone backing papers, exposing the adhesive ready for sealing. The design is closed and firm pressure is applied on the tape, ensuring a secure and tamper evident closure.



3 | Consumer opening

The consumer receives their delivery as normal and uses the easy opening features on the left and right of the pack to gain entry.



4 | Return closure

Once the products have been checked and the consumer is ready to return the unrequired items, they remove the remaining backing paper in the centre section, exposing the return adhesive. Again, the pack is closed and firm pressure applied for a safe and tamper evident return journey.





Innovative features

The key features that make the DS Smith Tape Back a truly innovative product.



Designed for reuse

98%

Recyclable materials



Industry leading

One glue strip for two shipments

Seamless returns

Plastic tear strip no longer needed

No additional sealing material required for returns

Easy and intuitive returns

Can be applied to multiple box designs



Enhanced sustainability

Mono material – no need to separate recyclables

Less silicon tape is needed (approx. -30%)

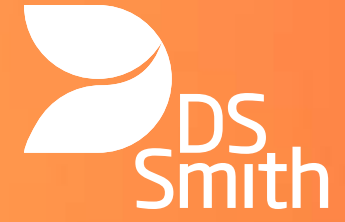
Removes single use plastics

Improved functionality

Reduced material usage through innovative solution

Removal of plastic ripper tape





Engage in the future of responsible packaging

For additional information visit
www.dssmith.com/tapeback