



# DS Smith Corrugated Envelopes

The packaging with an iconic and sustainable design responding to market needs for less material as well as an increased consumer experience.

Paper-based materials





# Why do we need a new innovative circular-ready solution?

DS Smith research shows what consumers are saying ...

## Sustainability

Sustainability is high on the agenda for consumers, with **38%** of Europeans stating that they would spend more on a product if sustainable packaging materials were used\*. Additionally, **85%** of Europeans claimed they would buy products that use minimal packaging.\*\*

Consumers' priority for less packaging and recycling can bring about a significant shift in their shopping preferences, as **22%** of Europeans say they have stopped buying from specific online retailers because the packaging they sent was not sustainable.\*\*

A paper-based solution that offers returnable packaging functionality is the way to go.

\*Source: Smithers

\*\*DS Smith, Ipsos MORI research, 2020

Tackling the growing e-commerce packaging challenges...

**9%**  
of the 8.3 billion

tonnes of plastic produced since the 1950s have been recycled

Source: Science Advances Vol. 3, No.7

**8 mln**

tonnes of plastic leaks into the ocean every year

Source: Ellen McArthur Foundation

**68 mln m<sup>3</sup>**

of unnecessary void-fill materials AND

**148,757**

tonnes of excess cardboard

are produced in Europe due to the use of oversized boxes in e-commerce packaging

Source: DS Smith Aircommerce survey 2022





# Discover DS Smith Corrugated Envelopes

With a significant 85 % of European consumers wanting to buy products with minimal packaging, embracing eco-friendly and sustainable solutions with less packaging is the key to winning over online shoppers.

Source: DS Smith, Ipsos MORI research, 2020

Packaging with iconic and sustainable design responding to market needs for less material as well as an increased consumer experience.



## Circular ready



With sustainability preoccupations driving consumer behavior, our product serves as an alternative for plastic and bubble mailer envelopes. The product also reduces void fill usage, as the iconic shape of envelope locks products in place during transit. Compared to standard FEFCO 0201 packaging with air pillows, envelopes use up to 68% less material.\*

\*Source: Internal DS Smith Value Tool calculation

## Design functionality



Designed to do more with less - by optimizing fill rates, providing better protection, and eliminating the need for single-use plastics. As a result, it not only reduces plastic waste but helps you to achieve your sustainability goals. Additionally, it facilitates faster deliveries with its tapes application system for easy packing & returns, bringing additional storage savings.

## WOW effect for eCommerce



Our innovative product boasts an iconic shape and design that complements the WOW unboxing experience to delight consumers. In line with their changing expectations, the solution ensures products arrive safely.

## Improved options



Available in small, medium and large sizes, our envelopes are made from recyclable corrugated board and feature a stylish appearance that is pleasing to hold. It can effectively help you to improve your branding strategy. In addition, our solution effectively helps you avoid and protects you from plastic taxes.



# Innovative features

The key features that make the DS Smith Corrugated envelopes a truly circular and iconic product.



## Circular ready

Paper-based solution

Reduces void fill usage

Easy to recycle and easy storage until collected

## Design functionality

2 self-adhesive closure tapes for easy sealing and returns

Savings in storage

Easy to pack with improved fill rate compared to boxes.



## Improved options

Multiple size options

A fashionable appearance that is nice to hold

Avoids plastic taxes

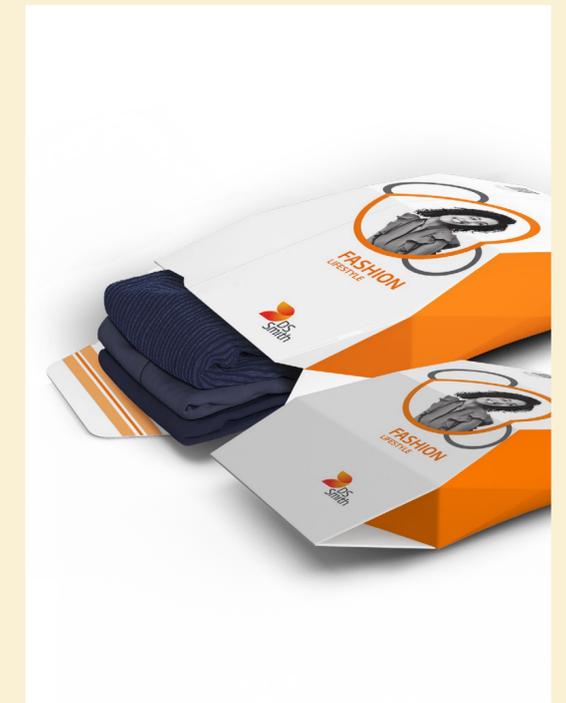


## Iconic unboxing experience

Iconic shape

WOW unboxing experience

Better protection compared to plastic bags or paper envelopes





# Engage in the future of circular-ready packaging

For additional information visit  
[www.dssmith.com/corrugated-envelopes](http://www.dssmith.com/corrugated-envelopes)

The Power of Less®