

PRESS RELEASE

Field test of online food shipments

Norheim, 13 February 2019. Online food shipments have grown continuously in importance over the last few years. What implications do these have for online retailers and consumers? Thimm carried out a field test in conurbations and in rural areas. The shipment results for easily damageable food products show there is a huge optimisation potential.

Over the last few years consumers have ordered more and more food products from the internet. This means that this increasing market growth has also seen a rise in packaging and consignment volumes. Thimm took this market movement as a driver and placed random test orders for food in 24 online shops. The consultants ordered easily damageable food products also requiring cooling such as mincemeat, fish, butter and yoghurt, deep-frozen products such as pizzas, meat and ice cream as well as uncooled food products such as vegetables, fruit and eggs. A total of 186 different food products were included in the test. Combined orders of products with different characteristics were also placed.

Michael Weber, Corporate Marketing Manager, describes the availability of online food products and gives an initial partial analysis: "Our experiences show that there is a wide offer available in the market in conurbations. In rural areas these outlets are often smaller retailers with an online shop or the local supermarket that offers food shipments. However, we tested in both areas with similar results. Amongst other things, our consultants determined the surface and core temperatures of the food products delivered. In the measurements we simulated the package acceptance by private customers in their own apartment. Specifically for deliveries with cooled, deep-frozen and uncooled products in one joint packaging unit, not one online shop met the admissible guidelines in our field test. With food products requiring cooling, 44 percent showed significant deficits regarding the temperatures clearly specified by legislators. A deep-frozen pizza, for example, arrived with us with a core temperature 0.7 degrees Celsius, therefore almost defrosted. If cool chains are not complied with during the packaging and logistics process, this can have health-damaging consequences for consumers. This is a key challenge that must be overcome in collaboration with packaging manufacturers."

Thimm will be presenting all the analyses of the field tests at LogiMAT 2019 in Stuttgart. Visitors to the trade show will learn about the results of the packaging and insulation materials used, the coolants used and their reuse. Packaging experts will also inform visitors about damages to packaging and the disposal costs for consumers. Visit Thimm at the trade show from 19-21 February in Hall 6, stand number D14.

About Thimm

Thimm Group is the leading solutions provider for the packaging and distribution of goods. Its portfolio includes corrugated cardboard transportation and sales packaging, high-quality promotional displays, packaging systems combining a range of materials and print products for further industrial processing. The company's product offerings are further enhanced by a wide range of associated packaging services covering the entire supply chain. Its customers include prestigious branded product groups from across all sectors. Founded in 1949, the family-owned business has more than 3,000 employees at 19 sites in Germany, Czech Republic, Romania, Poland and Mexico and generates annual revenues of around 601 million euros.

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