

PRESS RELEASE

Efficient padded packaging: Corrugated cardboard protects toy car sets

Norheim, 29.08.2019: Thimm has developed sustainable shipping packaging with fixed padding for toy cars which led to THIMM being crowned the winner of the international competition Obal roku in the “E-Commerce” category. The packaging includes sophisticated padding made from corrugated cardboard which fixes the 49 individual parts securely in place.

The award-winning packaging solution made from corrugated cardboard is used in e-commerce and includes a push-car self-build set from the manufacturer RePello. In addition to the bodywork components which are made of wood, the packaging also contains appropriate spaces for the steering wheel, front spoiler, allen keys, screws, wheels and tuning accessories. In addition to the 43 main and connection elements the packaging also comprises six optional components which are freely selectable yet can still be secured in place. The corrugated cardboard padding ensures that each part is fully fixed and protected during the shipping. The design of the packaging solution means it can be used for all series types of the push-car. The solution is also used as sales packaging in retail outlets and at exhibitions. The packaging and padding are made from brown EE-flute which means they can be disposed of easily by the consumer. The THIMM developers deliberately did not use foams and films. The sustainable company orientation of the Czech manufacturer RePello, which has been producing innovative wooden toys since 2015, is also reflected in the print images. Digital printing is used to create a discrete packaging design, which reflects the safety-oriented push-cars and the ecological corporate image.

The design of RePello's toy cars support the healthy physical development of children and promote the right posture from an early age. The ergonomic toy cars which go by the name of “Formule” are currently available in three different designs from the RePello online shop.

In the annual Packaging Prize Obal roku, the jury awards innovative packaging and displays with the title “Packaging of the Year”. Thimm was the winner with the packaging solution for RePello in the “E-Commerce” category. The awards ceremony will be held on 24 October 2019 in Prague in the Czech Republic.

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 3,200 employees at 19 sites in Germany, Czech Republic, Romania, Poland and Mexico and generates annual revenues of around 645 million euros.

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