

## **PRESS RELEASE**

### **Sustainability for online shipments: Snocks goes Green**

**Northeim, 13 February 2020. The shipping packaging for socks and boxer shorts from the brand Snocks is a sustainable solution for online shipments. Thimm produces the environmentally-friendly packaging from grass corrugated cardboard. This packaging design means Snocks requires no additional packing tapes. The environmental secure lock also protects from any unauthorised access to the textiles. Snocks also uses the packaging as a digital communications tool.**

The textile company Snocks was established in 2016 and now mainly distributes socks and boxer shorts in its online shop. The Mannheim-based start-up has for some time now been examining its production, packaging and delivery processes in order to uncover any opportunities for sustainability. Thimm has developed shipping packaging for Snocks which can be sealed without adhesive tape, staples or strapping tape. The integrated sealing mechanism protects against unauthorised accesses during transportation. A sealed package can be opened with the tear perforation which signals the intactness of the delivery to recipients. Alongside the technical functionality Snocks is also committed to sustainable raw materials as the shipping packaging consists of 70 percent waste paper and 30 percent grass fibres.

In order to create targeted emotional customer loyalty Thimm has printed QR codes on the packaging which enable Snocks to link to a landing page and quickly and easily present information about the sustainability aspects of the packaging. Such interactions between consumers and brand are becoming more and more popular since they contribute to brand loyalty and open up digital channels for communication.

In the German capital at "E-Commerce Berlin Expo", the B2B exhibition and conference for e-commerce service providers, Snocks won the E-Commerce Germany Award in the "Best Logistic Solution" category for its sustainable packaging.

### **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 currently more than 3,500 employees at 22 sites in Germany, Czech Republic, Romania, Poland, France and Mexico and generated in 2018 annual revenues of around 645 million euros.

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