

PRESS RELEASE

**Eye-catching packaging – sustainable shipping packaging for flaconi**

**Northeim, 27 May 2021 - Packaging specialist Thimm has developed stable shipping packaging that is both environmentally-friendly and eye-catching for various beauty products for the Berlin-based online beauty pure player flaconi. The holistic solution acts as a brand ambassador and surprises the recipient with an emotional unpacking experience.**

flaconi is one of the leading online shops for beauty products in Germany and offers a wide range of perfumes, skincare products, make-up, hair care, tools and accessories. In Thimm, the online shop has found a partner for the development of high-quality e-commerce packaging with an integrated corrugated cardboard product fixing mechanism and targeted customer communication.

The shipping packaging developed by Thimm is a three-part solution and consists of an outer box, a flexible tray and a raster insert. The outer box has a brown outer cover and a high-quality white inner cover. The packaging has high-quality printing on the inside and outside. An integrated flexible tray made from corrugated cardboard fixes the beauty products in place in the packaging during transportation. In order to make the packaging even more environmentally-friendly, Thimm has replaced the previous fixing made from bubble wrap with the new tray made from corrugated cardboard. This has reduced the proportion of external packaging materials and made a further important contribution to sustainability.

To ensure the products in the e-commerce packaging are fixed securely in place by height and also at the sides, a height-adjustable raster insert supplements the product fixing. This ensures maximum transport protection. The raster insert offers another advantage: It is digitally printed, can be used flexibly for seasonal or promotional campaigns and used as a high-impact advertising surface for targeted customer communication. These are some of the benefits of digital printing: As no printing plates are required, short-term alterations, changing campaigns, advertising partnerships and special requests from the customer can be responded to immediately. When opening the flaconi packaging the eyes are immediately drawn to the advertising message on the raster insert which creates an emotional response in the customer.

**About Thimm**

The Thimm Group is a leading solutions provider for the packaging and distribution of goods. Its solutions 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. Through its innovative and sustainable solutions Thimm helps its customers to differentiate and individualise themselves in the market. To this end in its sustainability vision for 2030, the family business anticipates economic, environmental and social challenges in advance and solves

them. Thimm Group's aspiration is to always offer customers the best solution. This strong customer focus drives the innovation and the pioneering spirit of the company. Therefore, there is consistent investment in expanding the company's market presence and in future-oriented technologies. Founded in 1949, the family business currently has more than 3,300 employees at 21 sites in Germany, France, Poland, Romania and Czech Republic and generated annual revenues of around EUR 605 million in 2020. For more information visit [www.thimm.com](http://www.thimm.com).

**Thimm pack'n'display**, as part of the Thimm Group, offers the best customer solution for the packaging and display of merchandise. The business division supports projects throughout Europe, from consultancy to development, design, production and packaging through to distribution. The customer base includes the global branded goods industry, both online and bricks and mortar.

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