

PRESS RELEASE

A safe and sustainable shopping experience: CHANNEL21 relies on to e-commerce packaging from Thimm

Northeim, 29. Mai 2024 – Thimm has developed secure and environmentally friendly e-commerce packaging for CHANNEL21, one of the biggest home shopping channels in Germany. This new shipping packaging has been customised to the specific requirements of CHANNEL21 and has many highlights in terms of security, sustainability and the unboxing experience.

CHANNEL21 sells a full range of products via home shopping and social commerce productions, its own online shop and steadily growing online sales channels such as live shopping. The product range covers health and nutrition, beauty, fashion and jewellery to household, kitchen and garden products and is shipped via mail order to over six million customers. Therefore the home shopping provider stipulated clear requirements for the new e-commerce packaging, namely consistent quality and stability as well as effective protection from unauthorised access during transportation. It also wanted easy and fast handling and a sustainable design. Special attention was also paid to a positive unpacking experience for customers.

In order to meet all requirements, the Thimm specialists developed innovative shipping packaging made from corrugated cardboard that is also fitted with a special security lock. The lock ensures fast and secure locking by inserting a flap into a corresponding cut-out. This cannot be opened without destroying the packaging and this would make unauthorised access immediately visible. To make it even more difficult for unauthorised persons to access the packages, they have been fitted with extended inner flaps. The rotary die-cut boxes were fitted with an automatic bottom on the folder gluer. This design means they can be assembled quickly in the manual packing process without the need for additional setup or adhesive tape. The choice of T-flute as the flute type has enabled space savings of up to 25 percent in the logistics and packing process when compared to the previously used B-flute and contributes in turn to lower CO₂ emissions. The packaging was produced in two sizes so that the diverse range of goods from CHANNEL21 could be packed quickly and easily.

To make it easier for consumers to open, the packaging is fitted with a punched tear-off perforation. In this case, an additional plastic thread was omitted in the interests of a sustainable packaging solution. Another advantage of the overlapping inner flaps is the trendy white inner printing that has been simulated on them. This creates an unpacking experience while saving the cost of printing on the inside and reducing production waste. In addition to personalised customer messaging, digital codes for further interactions and brand messages are printed using the flexo direct printing process to promote positive emotions when unpacking. The packaging solutions produced by Thimm present the

simplest and at the same time most innovative response to the needs of CHANNEL21 by offering customers an interactive, secure and sustainable shopping experience.

About Thimm

Thimm is a leading solutions provider for the packaging and distribution of consumer goods. Its sustainable solutions portfolio includes corrugated cardboard transportation and sales packaging, high-quality promotional displays and print products for further industrial processing. Through its innovative, simple and sustainable solutions, Thimm helps its customers to differentiate and individualise themselves in the market. To this end, the family business will use its “Thimm 2030” strategic pathway to anticipate and solve the economic, ecological and social challenges of the future. Thimm’s aim is to always offer its customers the simplest and best solution. This strong customer focus drives the innovation and the pioneering spirit of the company. There is therefore consistent investment in expanding the company’s market presence as well as in future-oriented technologies for the next generation. Founded in 1949, the family business currently has around 2,500 employees at 12 sites in Germany, France, Poland, Romania and the Czech Republic, and generated annual revenue of around EUR 723 million in 2022. For more information visit www.thimm.com

About CHANNEL21

CHANNEL21, headquartered in Hanover, is Germany’s third largest home shopping channel and a leader in the health sector. With its multi-channel strategy, such as specially designed home shopping productions, a diverse online shop and social media shows, CHANNEL21 sells a full range of products covering health, fashion, beauty and jewellery to household goods, culinary highlights and electronics. Since 2001, the company has been marketing innovative individual products and continuously developing sustainable private labels, which have so far convinced more than six million customers via TV and online.

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