

## PRESS RELEASE

### **Thimm optimises e-commerce packaging for DocMorris**

**Northeim, 19 November 2024 - Packaging manufacturer Thimm has developed optimised shipping packaging for the DocMorris online pharmacy that can be used for all purposes. The new packaging not only saves material resources, but also minimises transport costs and CO<sub>2</sub> emissions. Digital internal printing also opens up new marketing opportunities.**

As one of the leading shipping pharmacies with logistics locations in Heerlen (Netherlands) and Ludwigshafen (Germany), DocMorris has previously used various packaging suppliers to provide its customers with prescription and over-the-counter medicines and health products. Now with Thimm as its new central supplier, DocMorris has found a strong partner that can supply all shipping locations and has also advanced the optimisation and standardisation of its existing packaging. For example, Thimm has reduced the height of the folding box made from B quality corrugated cardboard to use less material and also optimise the volume utilisation level. This has resulted in a significant reduction in the number of transport pallets required in the further shipping process, saving DocMorris 40 HGV journeys per year. "By simple packaging adaptations we were able to generate immediate benefits in terms of sustainability and cost optimisation for our customer DocMorris," explains Valerie Hornig, corporate spokesperson at Thimm.

For shipping purposes and for end customers, the outside of the new standard shipping box for DocMorris displays important information printed in single-colour using the flexo direct printing process. However, as part of the cooperation with Thimm, another version of the folding box was developed with full surface printing on the inside of the cardboard lid. DocMorris can now assign this printing area to its partners and suppliers as advertising space, therefore replacing additional inserts. The eye-catching printing also adds visual value to the shipping box, especially during the unpacking process. Digital printing technology enables print images to be varied, changed at short notice or supplemented with consecutive codes. "The DocMorris example clearly shows the diverse possibilities and benefits of digitally printed packaging. At Thimm, we are constantly working to implement these for our customers. This transforms simple shipping packaging from a cost point into a profit point," concludes Valerie Hornig.

#### **About Thimm**

Thimm is a leading solutions provider for the packaging and distribution of 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. This strong customer focus drives the innovation and 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 2,400 employees at 12 sites in Germany, France, Poland, Romania and the Czech Republic, and generated annual revenue of around EUR 560 million in 2023. For more information visit [www.thimm.com](http://www.thimm.com)

### **About DocMorris**

The Swiss DocMorris AG is a leading company in the areas of online pharmacy, marketplace and professional healthcare with strong brands in Germany and other European countries. The DocMorris business model offers its patients, customers and partners a wide range of products and services. Its vision is to create a digital health ecosystem where people can manage their health with a click.

#### **Press Contact:**

THIMM Group GmbH + Co. KG

Valerie Hornig, Expert Corporate Communications

+49 5551 703 977

[valerie.@hornig@thimm.de](mailto:valerie.@hornig@thimm.de)