

PRESS RELEASE

Sustainable returns: Outfittery commits to reusable e-commerce packaging from Thimm

Norheim, 10 December 2024 - Outfittery is promoting sustainability in e-commerce by using new reusable packaging from Thimm. The robust corrugated cardboard packaging has been specifically developed for reuse. Customised digitally printed QR codes provide a unique identifier and also enable precise tracking.

Outfittery offers personalised fashion advice for women and men. Stylists put together complete outfits based on the customers' personal preferences and sizes. Customers then have the flexibility to decide which items they want to keep – often only individual pieces are returned. To make these returns more sustainable, Outfittery will now also use new reusable packaging made from corrugated cardboard.

To achieve this Thimm has further developed its existing packaging range and tested it in extensive shipping tests to ensure the packaging can withstand several cycles – depending on transport conditions and customer handling. This means that, when compared to single-use packaging, up to 400 tonnes of CO₂e can be saved per planned reusable cycle across the entire portfolio. Returns processing therefore remains efficient as the packaging can be easily checked immediately for functionality and cleanliness when unpacking the returned fashion item.

As sustainability requirements continue to increase, corrugated cardboard is in particular demand as a reusable material. Combined with digital printing it can achieve its full potential because each Outfittery box has a unique QR code for precise identification. This allows the use of reusable packaging to be tracked transparently and the process can be measured. Digital printing also saves around 20 percent CO₂e compared to conventional printing processes. The use of QR codes means there is no need to enclose additional inserts or labels, as all parties involved – from the shipping service provider to the consumer – can easily read the codes via apps.

Outfittery is using five different sizes of flip-pack boxes. They consist of corrugated cardboard made from recycled paper in B or BE-flute. The suitcase-shaped packaging has an integrated carry handle which combines functionality and high-quality design in equal measure. This design ensures that access to the clothing is convenient and easy. Furthermore, no additional sealing material is required, making the packaging even more sustainable. To ensure security of the shipments, Outfittery attaches a small originality label to the boxes. At the end of its life cycle, the packaging can be returned to the reusable material cycle and fully recycled.

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. 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 twelve 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

Press Contact:

THIMM Group GmbH + Co. KG

Denise Hoffmann, Corporate Communications Expert

+49 5551 703 802

denise.hoffmann@thimm.de