

PRESS RELEASE

Antalis' 6 European Packaging Design Centres put innovation in motion

Boulogne-Billancourt, April 4th, 2019 – The growth of online business, the need for automatisations in logistic processes, the importance of rapid environmental reform as well as the growing consumers' needs for more experiential packaging have presented the packaging industry with unique challenges, demand for tailor-made packaging, innovative and sustainable packaging solutions. Consequently, this has left companies facing specific business challenges.

To answer these market trends, Antalis, Europe's leading distributor of industrial packaging has built six Packaging Design Centres for all European customers (3 in Germany, 1 in Denmark, 1 in UK and 1 in Poland), poised to meet any customer business challenge.

Antalis Packaging Design Centres: where innovation unfolds

Based in the UK, Germany, Denmark and Poland, the 6 Antalis Packaging Design Centres can address a wide variety of needs, be it design solutions, product protection, packaging process optimisation, damage reduction during transportation & reverse logistic. With the 2 new Packaging Design Centres in UK and in Poland, Antalis strengthens its packaging expertise in customisation and bespoke solutions.



Maria Ragusa, Packaging Engineer at Antalis Packaging Design Centre in Leinfelden, Germany, explains how innovation contributes to further expand the company's expertise in the automotive sector: *"All our 3 design centres in Germany are specialized in the automotive sector and equipped with the latest innovations. For example, with our 3D design programs, we can design a packaging solution even if there is no product yet. Furthermore, having a huge range of 3D programs allows us to cover many types of data from our customers, making the process much easier for them"* she said.

John Garner, Head of Business development at the new Antalis Packaging Design Centre in England said: *“2018 has brought the unique challenge of having to incorporate modern values without compromising the overall quality of the design solution”*.

To build upon this, Antalis has opened a brand-new Packaging Design Centre specialized in logistics and automotive industries in Poland in February to serve Eastern Europe. Aleksander Gwizdala, Packaging Business Unit Director in Poland, says: *“The location of this new design centre is very strategic as we are now able to meet the increasing demand in packaging design services from Eastern Europe”*.

The benefit of these packaging design centres is that they offer unmatched interactivity and personal engagement to produce the perfect product and smoothly implement new solutions, all whilst giving the client the ultimate customer experience.

A dedicated team of Engineers & Designers

Faced with the difficult task of offering unrivalled customisation opportunities, Antalis Packaging Engineers across the six design centres have risen to the challenge, **creating over 10.000 bespoke packaging solutions.**

Maria Ragusa says: *“Customers come to our design centres to talk about the ideas behind their packaging solution, test the prototypes under real conditions and sometimes redesign products together with our designers to get an optimum result”*



In addition to these state-of-the-art design services, the six Antalis design centres offer:

- **An unmatched personalised experience:** All of the walls in the design centre can be filled with designs for the customer in just three days due to the in-house printing facilities, offering a unique chance to see the finished product before it is ordered!
- **A dedicated team of experts:** each design centre’s team of experts are customer-driven and ready to help.

Aleksander Gwizdala says: *“Unlike many of our competitors, we are multi-material expert designers. Therefore, we are able to tailor the design to the needs of the product, choosing the best suited material”*

- **Flexibility for any client:** The team are also familiar with working with all types of clients, from small, family-run SME’s, to large multinationals.

Durability and sustainability are key considerations

Nowadays, companies from all types of industries are well aware of their packaging's environmental impact.

Sustainability is not an option in our strategic framework. Everyday our efforts tend towards reducing the environmental footprint through Smart Packaging Solutions. Our Packaging Engineers working in our Packaging Design Centres are committed to design packaging with the least possible materials without risking product protection. The 3Rs (Reduce, Reuse, Recycle) inspire our Engineers in providing our customers with more responsible products and sustainable packaging solutions.

Throughout the entire creation process and considering customers' sustainability challenges, Antalis packaging engineers are constantly taking sustainable solutions into account wherever possible.

- For example, Antalis design centres in Germany **are increasing their use of one-material packaging** - usually paper-based - for both inner and outer packaging as well as reusable bespoke packaging
- In Poland, they are **using recyclable materials** such as polyethylene, paper or polypropylene as much as they are able to.
- The design centre in England is even going one step further in this regard through its partnership with Woodland Trust, a conservation charity that helps companies plant trees and protect woods. So far, Antalis have planted enough trees at their site in Kettering to make all corrugated packaging and paper carbon neutral, with **complete carbon neutrality projected for 2020!**
- In Denmark, to answer to the Unboxing Experience trend, designers create branded packaging and take into account the consumer needs regarding environmental packaging solutions (packaging size adjusted to the product, paper materials...etc).

Virginie Mallet, Group Packaging Marketing Director at Antalis, says: *"With consumer experience and sustainability being the top packaging concerns, Antalis is committed to offer their clients eco-friendly and innovative bespoke packaging solutions while delivering the same value for money and high quality product"*.

ABOUT ANTALIS PACKAGING:

As European leader in providing industrial packaging, our Experts design tailored smart packaging solutions and services to anticipate tomorrow's business challenges and take our customers further.



Represented in
28 countries



55 000
customers



115
logistic centres



Over
355 000
e-commerce orderlines



Over
517 millions euros
revenue in 2018

About Antalis

Antalis (Euronext Paris : ANTA) is the leader in B2B distribution of Papers (number 1 worldwide outside the United States) and industrial Packaging, and number three in the distribution of Visual Communication media in Europe. In 2018, the Group reported sales of €2.3 billion and employed 5,200 people serving around 126,000 customers, companies and printers in 41 countries.

Through its 115 distribution centres, Antalis makes around 12,000 deliveries per day worldwide and it distributed 1.3 million tons of paper in 2018.

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