

## PRESS RELEASE

### **Cyberport relies on innovative shipping packaging from Thimm with digitally printed barcodes**

**Norheim, 4 June 2025 - Online retailer Cyberport is working with Thimm to optimise its shipping processes with a new packaging solution with digitally printed barcodes. The innovative technology replaces traditional labels, speeds up logistics and reduces errors. At the same time, the solution avoids additional material usage, which contributes to more efficient use of resources.**

E-commerce places high demands on packaging solutions. Fast turnaround times, process reliability and efficient use of resources are crucial for smooth logistics processes and a positive customer experience. To meet these requirements, Cyberport relies on shipping packaging from THIMM, with digital barcodes printed directly onto the solid board – replacing traditional labels.

As one of the leading German online retailers of electronics, Cyberport is well aware of the challenges of the shipping business. “Our goal was to find a packaging solution that optimises our shipping process, is more sustainable and at the same time ensures error-free and fast delivery for our customers,” says Stefan Köhler, CFO of Cyberport SE. “Improving the packaging line was particularly important to us – especially with regard to the legibility and traceability of the packaging.”

Cyberport relies on Thimm’s digital printing expertise for future-proof shipping logistics. “Digital printing allows consecutive barcodes to be applied directly to corrugated cardboard packaging. They enable the automated assignment of orders and solid board, as well as seamless tracking of each individual item of packaging,” says press spokesperson Valerie Hornig. This speeds up logistics processes, reduces manual work and lowers the error rate – increasing the efficiency of the entire process.

Shipping packaging is available in four different sizes. The right packaging size is selected depending on the size of the order to avoid empty space. To ensure the necessary stability, an EB double shaft is used for larger packaging formats. For smaller packaging, a single-flute B-shaft is used, which provides sufficient stability for lighter products. An automatic packaging base enables quick erection and streamlines packaging work processes.

The solution also offers a number of benefits in terms of resource conservation and product protection. As no additional labels are required, less material is used. In addition, the packaging size can be flexibly adapted to the order quantity. This can reduce the shipping volume and helps to make material and transport costs more efficient. The sturdy packaging protects fragile technology products during transportation, while the unobtrusive design helps to make the contents unrecognisable, reducing the risk of theft.

### **About Thimm**

THIMM is a leading provider of sustainable packaging and display solutions made from corrugated cardboard. The product portfolio includes transport, shipping and sales packaging for consumer goods, standardised promotional displays and high-quality preprints for industrial processing. With innovative and sustainable solutions, the company enables its customers to position their products effectively on the market and thus generate high customer satisfaction.

Founded in 1949, the independent family business now employs over 2,400 people at twelve locations in Germany, France, Poland, Romania and the Czech Republic. In 2023, THIMM generated annual revenue of around 560 million euros. For more information visit [www.thimm.com](http://www.thimm.com)

### **About Cyberport**

Founded in Dresden in 1998 as one of the first dealers for Apple products, Cyberport is now one of the largest European retailers of consumer electronics. At [www.cyberport.de](http://www.cyberport.de), customers will find innovative products from notebooks, PCs & accessories, smartphones and gaming to TV & audio and smart home devices. But that's not all: Cyberport also makes its online world accessible offline! The omnichannel concept enables private and business customers to shop via the webshop, telephone sales and in one of the nine Cyberport stores in Germany and Austria. Cyberport stands for expert advice, fair price and digital lifestyle at your fingertips.

In addition to the Cyberport and Computeruniverse brands, Cyperport SE includes three subsidiaries that coordinate and provide various services for customers: Cyberport Services GmbH as a logistics and shipping centre, Cyberport Retail GmbH and Cyberport IT-Services GmbH.

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