

PRESS RELEASE

Thimm's Packaging Solutions for E-Commerce: Smart Packaging and Secure Shipping Processes

Northeim, 13 February 2026 – E-commerce demands highly efficient, secure, and transparent shipping processes. In this context, packaging is becoming increasingly important: it no longer serves merely to protect goods during transit, but also acts as a carrier of information and communication – playing a vital role both within the supply chain and in interactions with the end customer.

Smart Packaging: Efficiency Through Digital Codes

kfzteile24 – Germany's most recognised brand for car parts and accessories – offers a product range of over 4 million items, from the smallest spare parts to bulky components. The logistics demands are correspondingly high, especially as many orders are dispatched on the same day they are placed.

Thimm has developed three tailored shipping packaging solutions for kfzteile24: one for small parts and another specially engineered for the safe shipment of windscreen wipers. Both are produced using E-flute corrugated board. For larger products, the so-called E-carton is used, made from B-flute corrugated board. This allows packaging to be selected according to order size, helping to reduce void fill and optimise logistics.

All three packaging formats are die-cut, pre-glued, and designed for rapid set-up within automated packing lines. They feature self-adhesive closure strips and integrated tear tapes, simplifying both order fulfilment and the unboxing experience for the recipient.

Each packaging unit is digitally printed with a unique, continuous code that replaces traditional labels. These codes create a digital link between the product, the packaging, and the logistics system.

Armin Spitzbarth, Sales Director E-Commerce at Thimm, explains: "Digital codes turn packaging into an intelligent information carrier. They connect process-relevant data – from item assignment to shipping and recipient information. The packaging can be scanned at various points along the logistics chain, linked to the system, and processed more efficiently."

This coding system enables end-to-end traceability throughout kfzteile24's supply chain and supports the automation of internal workflows.

Brand Communication and Tamper-Proof Closure

Packaging offers more than just logistics functionality – in e-commerce, it is often the first physical touchpoint between a customer and a brand.

"A sustainable packaging solution or an eye-catching design that enhances the unboxing experience can generate a positive brand impression for the end consumer," notes Spitzbarth.

Berlin-based company Pets Deli also places strong emphasis on brand presentation. As a premium supplier of dog and cat food, Pets Deli distributes its high-quality products via both an online shop and physical retail outlets.

For the shipment of sample packs, the company uses a custom-designed shipping box from Thimm, tailored to meet requirements for product protection, brand presence, and transport security. The outer surface of the box is digitally printed in the company's brand design to enable direct customer engagement.

The box can be assembled in just a few steps, with its double-wall E-flute construction providing excellent stability during transport. An additional printed corrugated insert, which folds easily into place, holds the products securely and protects delicate contents from shifting during transit.

The packaging also features an integrated tamper-evident seal made of corrugated board.

"The built-in security closure makes any tampering attempts immediately visible," says Spitzbarth.

"This type of protection is especially critical for premium pet food, where product integrity must be assured."

Showcasing Solutions at E-Commerce Expo

Thimm will be presenting these and other innovative e-commerce packaging solutions at this year's E-Commerce Expo in Berlin. The trade fair offers a key platform for industry stakeholders to exchange ideas and insights on the latest trends and developments in the online retail sector.

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 merchandise-bearing 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-owned company now employs over 2,500 people at eleven locations in Germany, France, Poland, Romania, and the Czech Republic. In 2024, Thimm generated an annual turnover of approximately 539 million euros.

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