

PRESS RELEASE

Apothecary cabinet made from corrugated cardboard – a clean solution!

Norheim, 14 January 2019. In memory of the apothecary Dr. Theo Krauss, a nostalgic apothecary cabinet was developed to display vegan washing and detergent products of the brand of the same name. Under the motto “Revisiting the tried-and-tested” the display cabinet reflects its association to nature with its sustainable corrugated cardboard and warehouse-optimised design.

Back in the 1950s the qualified apothecary Dr. Theo Krauss nurtured a passion for botany. Inspired by his respect for nature and under the brand Dr. Theo Krauss, Delta Pronatura offered a product range of natural washing and detergent products.

Thimm developed a display reminiscent of those days in the form of a nostalgic apothecary cabinet. All the products were accessible from three sides and could be easily removed. The unusual octagonal design in the size of an apothecary cabinet was very high-impact and offered potential customers a lot of space to discover the product range for themselves. Placed inside the display was a range of surface cleaners, washing detergents, washing up liquids and modular products to mix into customised cleaning products. Additional storage space for easy refilling was also integrated into the display which also had the benefit of optimising warehousing space. Innovative carry packs in the side pockets were also available for customers to use to make carrying up to six products easier. The high-quality display cabinet was built out of 27 corrugated cardboard parts which were mainly incorporated into the display. It used a functional mix of single and double wall corrugated cardboard. The natural wood look was created with a high-quality offset print with a matt cellophane finish.

About Delta Pronatura

Delta Pronatura is one of the few independent medium-sized companies distributing branded products in Germany. By manufacturing and distributing its own Dr. Beckmann, Bullrich and DR. THEO KRAUSS brands as well as the Blistex and Bi-Oil brands distributed under licence in Germany and Austria, Delta Pronatura has established a broad market position.

About Thimm

Thimm Group is the leading solutions provider for the packaging and distribution of goods. Its portfolio includes corrugated cardboard transportation and sales packaging, high-quality promotional displays, packaging systems combining a range of materials and print products

for further industrial processing. The company's product offerings are further enhanced by a wide range of associated packaging services covering the entire supply chain. Its customers include prestigious branded product groups from across all sectors. Founded in 1949, the family-owned business has more than 3,000 employees at 19 sites in Germany, Czech Republic, Romania, Poland and Mexico and generates annual revenues of around 601 million euros.

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