

## PRESS RELEASE

### **Vileda commits to a sustainable display concept from Thimm**

**Northeim, 5. August 2021 – Thimm produces modular displays made from recyclable corrugated cardboard for the cleaning agent brand Vileda. The new displays for cleaning products consist of a few standardised basic modules. This enables Vileda to count on durable displays that can be flexibly combined to showcase the brand's wide range of products.**

Vileda produces floor mops, dishwashing sponges, microfibre cloths, sweeping kits and many other cleaning devices and has now become a leading global brand in mechanical cleaning. For over 70 years, the Vileda brand has been synonymous with innovative products that set standards in household cleaning. Thimm has developed a sustainable, efficient display concept for the successful Freudenberg Group brand.

The modular design of the displays is based on standard trays made from sustainable corrugated cardboard. These trays can be flexibly combined with a few standard parts to accommodate all the different Vileda products in the displays. The one-piece display cover is attached to the trays and the rear panel using a simple plug-in system. The top sign is an integral part of the cover and therefore does not need to be attached manually. Connectors and bar sets ensure a high load-bearing capacity of up to 20 kg per layer. Modular inserts and brackets are used to modify and fit out the displays depending on the retail requirements.

The corrugated cardboard was produced with digitally-printed paper in E and BE quality. The display cover shows a standardised print image which is used for all equipment variants. The digitally-printed cover can be customised and quickly exchanged for specific sales promotion campaigns.

Market tests were carried out before the introduction of the new display concept which enabled Vileda to determine the comparative sales figures. Thimm has been supplying the 1/4 pallet displays since May. The efficient design ensures the displays can be easily refilled at the POS and that their layout always looks tidy. The displays are currently presenting the wide range of Vileda cleaning products in retail outlets throughout Germany. All components of the display concept are made from corrugated cardboard, which means they can be easily returned to the recycled paper cycle after a long service life.

#### **About Thimm**

The Thimm Group is a leading solutions provider for the packaging and distribution of goods. Its solutions 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. Through its innovative and sustainable solutions Thimm helps its customers to

differentiate and individualise themselves in the market. To this end in its sustainability vision for 2030, the family business anticipates economic, environmental and social challenges in advance and solves them. Thimm Group's aspiration is to always offer customers the best solution. This strong customer focus drives the innovation and the pioneering spirit of the company. Therefore, there is consistent investment in expanding the company's market presence and in future-oriented technologies. Founded in 1949, the family business currently has more than 3,300 employees at 21 sites in Germany, France, Poland, Romania and Czech Republic and generated annual revenues of around EUR 605 million in 2020. For more information visit [www.thimm.com](http://www.thimm.com)

**Thimm pack'n'display**, as part of the Thimm Group, offers the best customer solution for the packaging and display of merchandise. The business division supports projects throughout Europe, from consultancy to development, design, production and packaging through to distribution. The customer base includes the global branded goods industry, both online and bricks and mortar.

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