

## PRESS RELEASE

### **Climate-neutral packaging: Thimm supports climate protection**

**Norheim 07.02.2022 – Sustainable actions to conserve resources are becoming increasingly important. Many companies are realigning their processes to focus on environmental and climate protection in order to assume ecological and social responsibility. In cooperation with ClimatePartner, packaging manufacturer Thimm is helping its customers offset their CO<sub>2</sub>e emissions and produce climate-neutral packaging and displays. The fashion label Madeleine, a supplier of high-quality women's fashion, also relies on such packaging from Thimm.**

Thimm develops optimised and environmentally-friendly packaging solutions in terms of resources and material consumption. "However, the production and delivery of packaging and displays still generates unavoidable CO<sub>2</sub>e emissions," says Michael Weber, Head of Corporate Strategy + Marketing at Thimm Group, describing the current status. "We test every CO<sub>2</sub>e source and we are continuing to expand our technical expertise in these areas." In order to still produce climate-neutral packaging, THIMM is working with ClimatePartner to provide offsets for unavoidable CO<sub>2</sub>e emissions and therefore climate-neutral packaging to its customers. "Climate neutrality still does not mean zero emissions – even if this must be the goal in the long term. It means that the packaging has no negative impact on the climate. To do this, we calculate the CO<sub>2</sub>e emissions generated during the production and delivery of our packaging. These emissions can be offset by investing in climate protection projects certified according to the international standard," Weber explains. These climate protection projects by ClimatePartner are global projects that contribute to CO<sub>2</sub> offsetting, such as afforestation or renewable energy projects.

"Retailers can demonstrate their own sustainable and environmentally-aware actions through sustainable and climate-neutral packaging which in turn reinforces customer loyalty. Environmentally-aware end-users consciously appreciate sustainable packaging and associate this positively with the brand," sums up Weber. One example of this is the fashion label Madeleine for whom sustainability and environmental and climate protection are important issues. This is not only reflected in the fashion company's collections but also in the fact that it relies on Thimm's optimised and climate-neutral offset packaging portfolio for shipping. Thimm produces the packaging in F-flute and in six different sizes. "F-flute has similar properties to solid board yet uses much less material to provide the same stability," explains Weber. The packaging is shipped flat-pack. Due to the low material thickness of F-flute and the optimisation for seamless pallet shipments, fewer HGVs are required which also saves emissions in the logistics sector. The use of brown paper visually highlights the sustainability aspect. The shipping boxes, which can be assembled instantly with a six-point adhesive, are printed using a flexo-high quality postprint (HQPP) in white. The retailer's logo, packaging labels along with the reference to

climate-neutral packaging by ClimatePartner and a QR code are printed on the packaging. These enable the end-user to obtain transparent information about the climate project supported.

### **About Madeleine**

The brand Madeleine has been synonymous with the top fashion provider of women's clothing with the highest quality standards for over 40 years. The Madeleine collections offer exclusive high fashion, sophisticated and versatile outfit combinations for everyday and special occasions, high-quality and durable basics, on-trend accessories and luxurious lingerie. The Madeleine brand is managed by Madeleine Mode GmbH, a wholly-owned subsidiary of TriStyle Group.

### **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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