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THE RENEWABLE MATERIALS COMPANY



Unbox your business potential

Online retail Solutions by Stora Enso



Stay sustainable and in motion

Have you ever thought of how e-commerce packaging could be designed more sustainable?





New challenges, possibilities, and demands arise as e-commerce grows. To keep up and develop your business, e-TALES by Stora Enso offers a wide range of services and products with efficiency and sustainability focus for fast growing e-tailers.


Stora Enso believes everything that is made of fossil material today can be made from a tree tomorrow. To be able to replace fossils with renewable, recyclable and biodegradable materials will reduce the environmental impact of e-commerce while enabling growth. Stora Enso can deliver in the whole chain from sustainable forests to producing the ready printed packaging solution.

Stora Enso material has 100% traceability from tree to paper and was the first forest products company to set externally approved Science Based Targets to reduce greenhouse gas emissions in support of the Paris Agreement.

Working with Stora Enso is the sustainable and socially responsible choice.

 Stora Enso was included in the top 1% (industry suppliers) of the Ecovadis ethical supplier rating system, and achieved the highest recognition level (Gold).

 CDP has included Stora Enso on its new 2018 Climate A List, which identifies the global companies that are taking leadership in climate action.

 **SUSTAINABLE BRAND INDEX B2B** Sustainable Brand Index: Stora Enso was ranked "Industry Leader 2018" in the Sustainable Brand Index™ B2B, which is the largest brand study on sustainability in the Nordics.

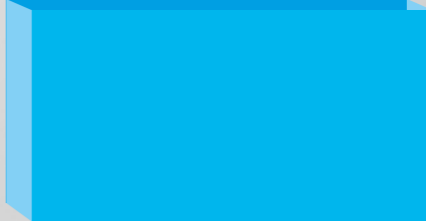
88%

of the millennials thinks that fiber based packaging is the most sustainable



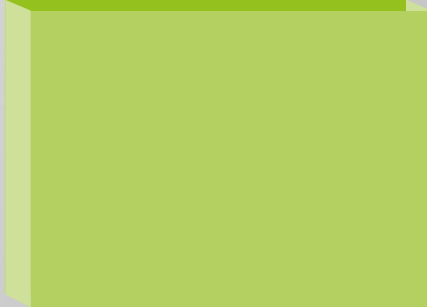
31%

Want a more attractive design in on line shopping



46%

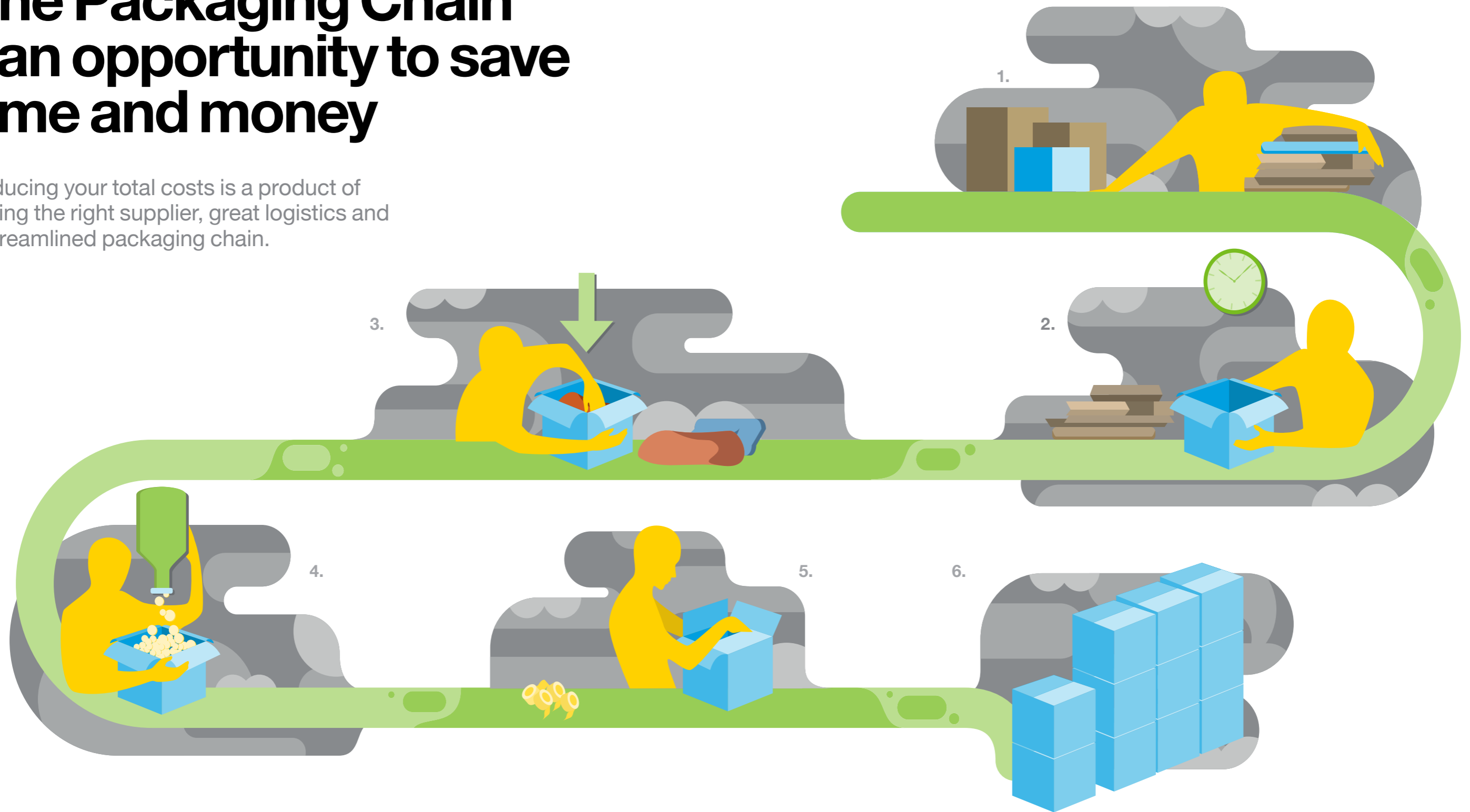
of the consumers state that the packagings doesn't match to the quality of the order product



Source: Stora Enso ViewPoint on Millennials, Stora Enso ViewPoint on e-commerce and Stora Enso Study

The Packaging Chain - an opportunity to save time and money

Reducing your total costs is a product of having the right supplier, great logistics and a streamlined packaging chain.



1. Choose box

- How is picking done?
- How does the packer chose packaging?

2. Erect box

- Time spent erecting boxes?
- Is tape/straps being used?

3. Pack items

- How minimize damage risks?
- Product displayment when opening?

4. Add filler

- Filler used?
- How minimize the void?

5. Close and seal box

- Time spent?
- Is tape/stickers being used?

6. Stack box

- What happens with the ready box?
- Dropped in bags or stacked in pallets?

Products and services for a modern market

As a partner to e-commerce retailers, we daily help you face challenges and possibilities of your business. With insights gathered through market research at a consumer level and by meeting and working with retailers we always strive to create services and products that suit the modern market.

We want you to reach a higher efficiency while being sustainable. We help you unbox your business potential.

Cost optimization

Save time and money by letting Stora Enso come to your site to go over the whole process from pick to pack and how the right choice of packaging can make a big impact.



Automation

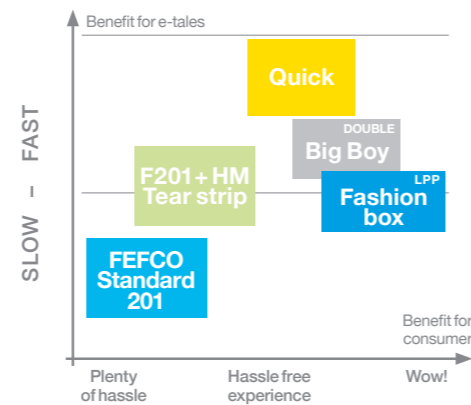
Stora Enso supports you in developing a complete automation solution including box formers, conveyer belts or even fully automatized packing solutions. In a customer case the payback time was less than three years, not including growth, for converting to automation in packing. The output was 1,3 M boxes/year and other benefits are:

- Reduce void in the boxes
- Brand better and use different brands
- Improve ergonomics for employees
- Increase output and enable continued growth

Shelving

Our storage solution Shelving let you access your things easy and help you keep them organized. Depending on the content it's easy to customize the drawers. Shelving storage is safe for the people using it since each drawer has a stopping mechanism which prevents content from falling out. Shelving is storing that help you save up to 30% warehouse space while still improving your logistics.

- Fit for purpose
- Recyclable
- Flexible
- Low investment



Small improvements, great results

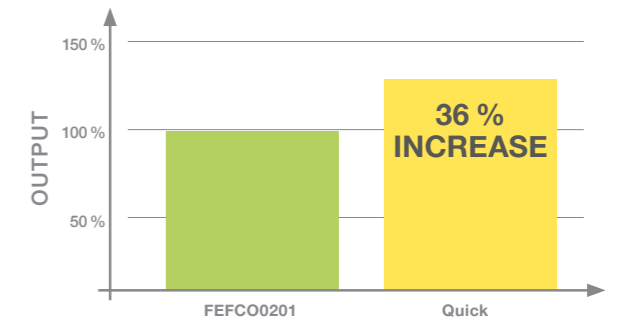
Stora Enso offers solutions for companies to make them even better. We are striving to help you reach efficiency and to get even further by developing well-integrated parts of the business.

We have a documented experience of finding suiting solutions for companies that have improved their daily workflow.

Get a 36 % increase in output by changing to a quick raised box

By reducing time to erect and eliminate the use of tape the four second saving results in 28 working weeks in savings. Or the seconds saved can be spent erecting, filling and sealing more boxes.*

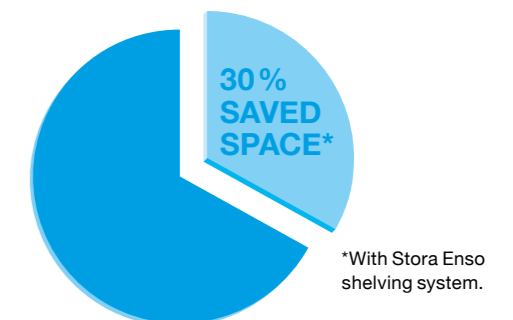
*Assumptions: One million boxes/year and changing from Fefco 0201 (American box) to a pre-glued quick raised box (Stora Enso Quick) with hot melt glue sealing. Savings of four seconds/box (from 15 to 11 seconds including filling).



Shelving solution saved costly moves

An e-commerce service provider for a men's fashion brand in Europe was expecting 30 % growth in just a few years. But since their warehouse space was limited and had no possibilities to expand, shelving changes needed to be done.

The Stora Enso team took a holistic view of the entire chain and logistic flow of the products. The result of this cooperation was a newly designed shelving system that focused on easy operation and optimizing utilization of space. This solution saved costly moves and investments and was still able to face the 30 % growth with existing space.



New box design to become efficient

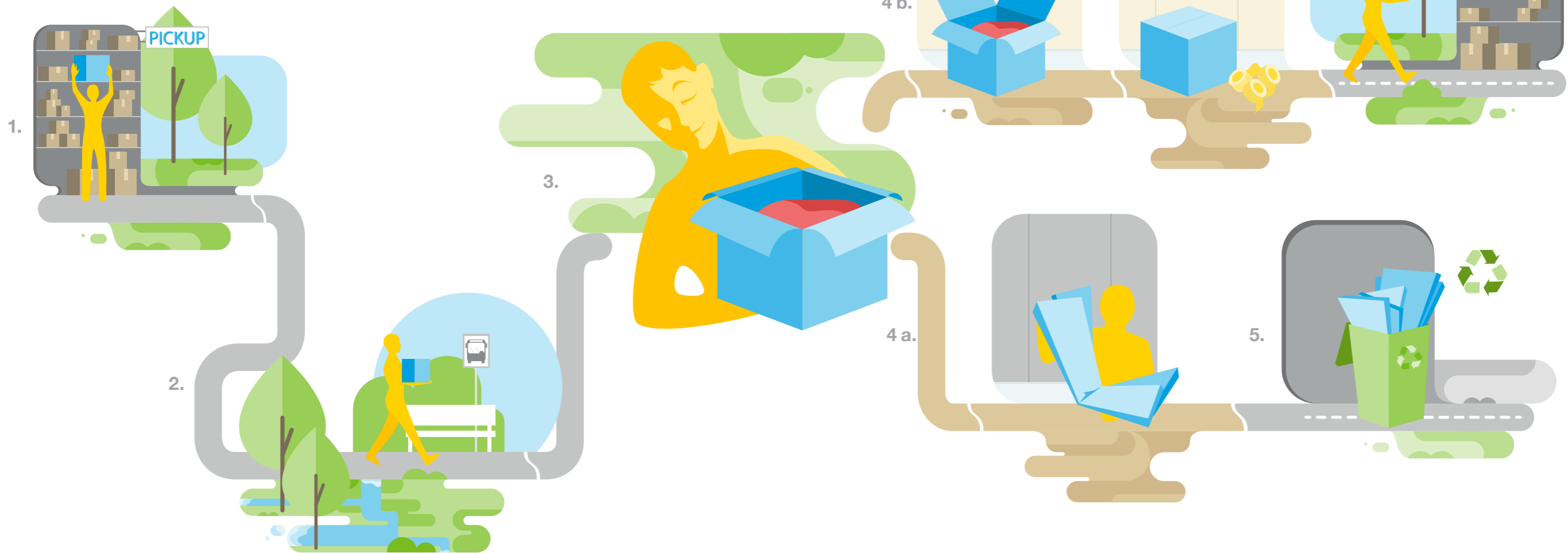
In collaboration with the customer Stora Enso managed to reduce the packing time with over 80%.

An time-consuming honey comb was replaced with a one piece interior solution that is folded in just a few seconds enabling savings and higher through put.



The Consumer Chain – an opportunity to build brand loyalty

Meeting the needs and trying to facilitate every part of your customer chain is a great way of building a stronger brand loyalty together with your customers. Making each step of the customer journey easier helps you enhance brand loyalty in a natural way.



1. First impression

Number one desire among customers is better design of the packaging (31 %).

- Is the package sent direct to homes or pick up point?
- Stand out at the pickup point or printed inner?

2. Carry

4 % of respondents say difficult to carry is a number one dissatisfaction.

- Is it easy to carry the package?
- Can a handle be a benefit for carrying or to strengthen brand when showing the box in public?

3. Unbox

Smart opening features is number one desire to 17 %. A nicely wrapped product, give aways or a personal touch is what gives satisfaction to 32 % of respondents.

- How easy and intuitive is opening?
- What impression is your packaging giving and how would you like it to be?

4 b. Return

Difficult to reseal comes up as a number one dissatisfaction for 4 % of respondents.

- How easy is it to resend goods?
- Can the existing package be as easily sealed and returned?

4 a. Collapse

When discussing with consumers, the top three to increase rating and value to a packaging eco-friendliness, easy to fold and few materials.

- Can it be used for a second life function?
- How easy is folding the packaging?

5. Recycle

9 % respond that the number one dissatisfaction of packaging is not being eco-friendly.

- What materials are in the packaging and are they recyclable?
- Is it a mono material or many components?

Insights that pushes us forward

By asking both retailers and consumers for their opinions regarding packaging we gathered insights in how we could improve our packaging solutions to match the market needs. We found that the box is crucial when connecting with your consumers, by matching the goods with a unique box design or inside printing you could strengthen the perception of your brand.



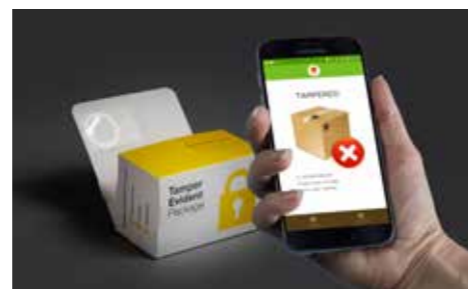
Digital Manufacturing

A great way of building stronger brand loyalty together with the customers is by enhancing the unboxing experience. And with our service Digital Printing, you're able to create a unique and personalized look for each package you send out. This solution suits companies that send out a smaller number of packages or companies that have smaller releases with different designs. With Digital Printing you're able to build your brand loyalty by being one of a kind.

- Customized packaging for limited editions, Black Friday or other events
- Make each box unique in structural shape and graphics
- Customize printing such as individual numbering or personalized messages

Intelligent Packaging

With RFID or NFC tags logistics and consumer engagement get new possibilities. Stora Enso is the producer of the first paper based RFID tag, the ECO tag that enables cost efficient and sustainable tracking of your product.



Innovators never stop moving

We challenge your business to help you reach further. By working closely together with you we find small challenges and turn them into opportunities for business development. It is not only the big things that have an impact, we are looking for the changes that won't affect your workflow in the short term but will increase your profit in the long term. Rethink but never stop.

Renewable materials enhanced consumer experience

Stora Enso is the renewable materials company and we believe in replacing plastics. We recently replaced plastic handles with an integrated handle in the corrugated box. This solution saved 640 kg of plastic waste and also 22 working days for the company since they wouldn't have to spend any more time on mounting.

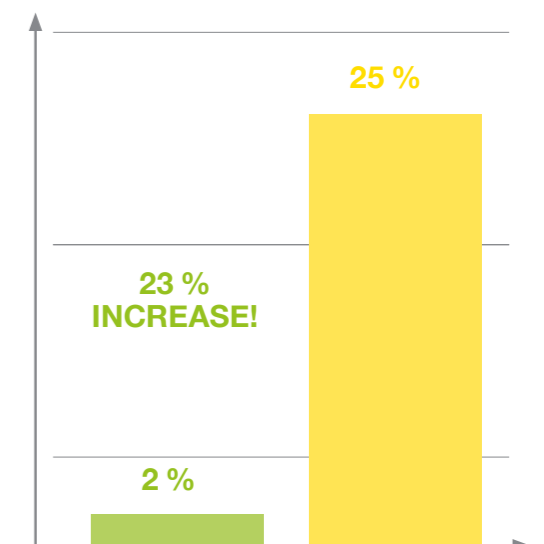


Use intelligent packaging to increase consumer engagement

With the fast-growing technology Near Field Communication (NFC), we enabled a customer to increase their engagement with consumers by over ten times. The customer previously used flyers in each delivery to encourage consumers to share their buying- and product experience in social media.

The hit rate was 1-2 % when measuring how many of the consumers that actually shared any content. Together with the customer, we developed a combined NFC/QR solution which enhanced the unboxing experience and enabled the consumers to share pre-made professional content in only a few seconds. The results speak for itself: 50 % of the consumers engaged with the NFC/QR chip and 25 % shared the content on social media.

This provided our customer with excellent and cost efficient social media marketing and basis good for consumer analytics.



 **Best seller!**



- Key features:**
- Quick raise bottom for fast packaging operation.
 - Full bottom with locking system to protect goods and prevent tampering.
 - No tools needed.
 - Comes in a variety of standard and custom sizes.

Quick – a versatile packaging solution for every need

This is our line of standard boxes that are very versatile and reliable.

Quick

This is our standard box with quick raise and double hot melt glue strips for easy seal and return.

QuickFlexi

This is an option to the Quick, the thing that differs is that you have the opportunity to adjust the size to minimize the void. Variable size allows to save space, also when returning.

QuickMini

This is a smaller box, it has the same look as the Quick but this one is made for smaller and more exclusive products.

Lifestyle Well dressed packaging solution

This is a line of high-class boxes that can deliver any product in a safe and presentable way.



CarryBox

This flexible, easily packed box comes in three different sizes and protects the goods in a safe way. It's easy to carry, open and reseal.

Key features:

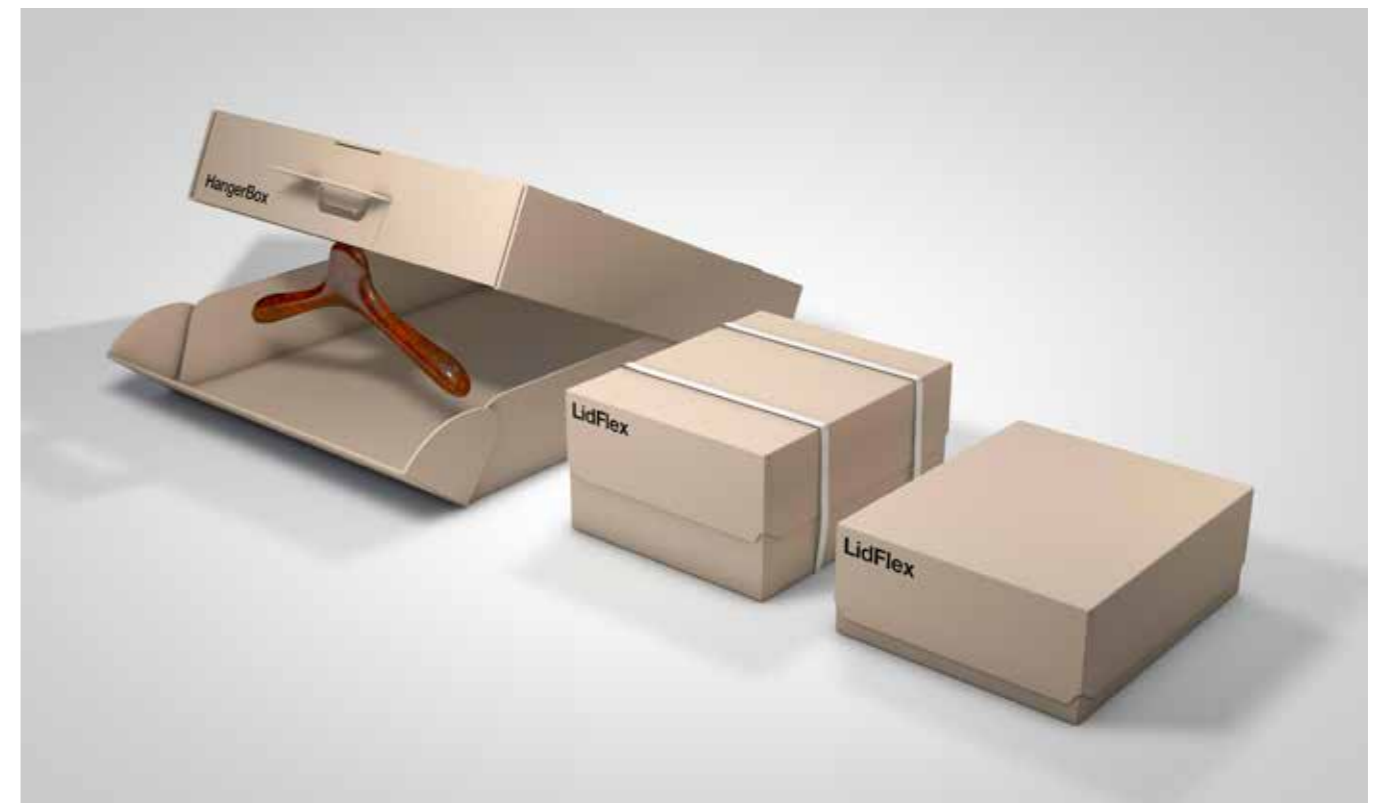
- Packaging with integrated corrugated handle.
- Easy to assemble and pack.

FashionBox (opposite page)

This well-designed box gives you a great experience when carrying and opening. Inside printing is an option for you who wants to enhance the unboxing experience.

Key features:

- Pre-glued to erect quickly.
- Hot melt glue strips and tear strip for fast sealing, intuitive opening and easy resealing.
- Sturdy box using minimal material.



BigBox

This easy-filled box has two fixed sides which makes it a stable box.

Key features:

- Pre-glued to erect quickly.
- Hot melt glue strips and tear strip for fast sealing, intuitive opening and easy resealing.
- Stable box for bigger or heavier products.

HangerBox

This exclusive looking box delivers clothes in a presentable way by having the opportunity to hitch a hanger inside it.

Key features:

- Suitcase shape giving exclusive impression.
- Integrated handle – easy to carry.
- Possibility of hitching a hanger.
- Can be combined with the BrandBuckle function (easy to seal, open and reseal).

LidFlex

This flexible box contains out two identical half-boxes that by having a flex function. The flexibility of size will minimize the void and shipping of air.

Key features:

- Quick and easy to pack.
- Flexibility in packaging height depending on content.
- Compatible for automation of erecting and sealing the box

Flat Slim packaging for slim products

A well-designed line of slim boxes that can be sent with the regular post. The boxes are adjustable depending on the amount of goods.



Key features:

- Easy to pack in warehouse and easy to return for consumer.
- Flexible in size which keep products tightly protected.
- Better sustainability when minimizing shipping of air.
- Cost efficient and comes in three sizes.

CarryWrap

The CarryWrap is a smaller adjustable packaging solution. It's easy to fold and comes pre-glued.



PostBox

This box is mailbox compatible and to some extent shock absorbing, so you don't have to worry about harsh handling.

Key features:

- Easy and very efficient design.
- Optimized to maximize loading volume in correlation to post handling measurements (needs to be adjusted to each geography).
- Anti-tampering design.

EnvelopeBox

This is a mailbox compatible and cost-efficient box that makes sending goods easier for both retailers and customers.

Key features:

- Well-adjusted design for small and flat products.
- Fits most post handling requirements (needs to be adjusted/verified per geography).

Convenient

This is a flat package that is resealable and can be used many times thanks to its protective and easy to carry design.

Key features:

- Flat and protective design.
- Integrated corrugated handle that doesn't stick out during warehousing/logistics.
- After breaking perforation, product can be taken out via drawer-feature with a protective flap, which can be put back in.
- Second life potential.

Tasty Keeps food and drinks fresh all the way

This line of packaging delivers your tastier food in a tastier way. The Tasty boxes will keep the food and drinks protected all the way.



BottleBox Basic

This is a cost-efficient box that you erect easily by yourself.

Key features:

- Cost-efficient box that you erect easily by yourself.
- Can come in various sizes depending on bottle size.

BottleBox Premium

This pre-glued box is quick to raise.

Key features:

- Comes pre-glued and is a quickly raised box, folds up to ready in one push.
- Very good protection of bottles.
- Can come in various sizes depending on bottle size.

Foodie

This is a box that can be tailored to your needs.

Key features:

- Versatile and popular e-commerce box
- Easy and quickly erected
- Can come with an integrated corrugated handle on the side, or without.

Brand options For better experiences

Customizable boxes tailored to your needs enables you to create a better unboxing experience, brand visibility, and presence.



BrandBuckle

In order to stand out among other brands, since you're able to design the buckle the way you want this is a great option.

Key features:

- Endless variation possibilities for branding and campaigns
- Very easy to open and to return
- Unique look, feel and design
- Solution exists for automated erecting and closing of the box

Transformer

This easy opened and returnable box could be folded inside out to give the box another look and a second life.

Key features:

- Personal touch with branding possibilities on two sides
- Sustainability through second life use.
- Transforming a cost into a profit opportunity by selling the transport package as a gift box.
- New unboxing experience.

Insert

This is a shock absorbing, and exclusive looking box that enhances the unboxing experience.

Key features:

- A design that sticks out and gives an unboxing experience to remember
- Very good shock absorbing sides
- Re-sealable lid for second life usage