

More sustainable food packaging solution which can reduce plastics by up to 85%

DS Smith and MULTIVAC introduce ECO Bowl, an innovative cardboard-based solution for fresh foods

Wolfertschwenden, 10 June 2020 – As consumers continue to champion sustainability, brands and businesses are finding themselves deeper in the era of the value-driven consumer, with shoppers continuously in favour of buying products that do not have a negative impact on the environment. In search for more sustainable solutions, MULTIVAC and DS Smith teamed up to design and produce ECO Bowl – an innovative solution for fresh foods in modified atmosphere packaging based on corrugated cardboard. DS Smith and MULTIVAC have formed a strategic partnership to ensure maximum scalability of the ECO Bowl solution to customers in food production and retail industries across Europe. ECO Bowl is a fully recyclable corrugated cardboard tray covered with a plastic skin film and lid film that reduces plastic by up to 85% versus a traditional tray.

To eliminate excess packaging and with one in two Europeans sorting and recycling more than they did five years ago¹, ECO Bowl's plastic skin and lid film can be easily removed for disposal, leaving the corrugated tray for recycling. The ECO Bowl allows for easy and effective implementation for customers – it is designed to run on MULTIVAC thermoforming packaging machines and tray sealers and can guarantee equal shelf life when compared with conventional modified atmosphere packaging for fresh food, or even improve it.

¹ L'Obsoco consumer survey – July 2019



ECO Bowl has already been tested in the market with amidori. The German producer of plant-based meat alternatives chose ECO Bowl and successfully implemented the solution at the end of 2019.

Marc Chiron, Sales, Marketing & Innovation Director Packaging at DS Smith, commented: "We're thrilled to see the success amidori is having with ECO Bowl and this is a great example of the benefits that customers can reap when they choose to implement this new generation of packaging innovations into their supply chains. The innovation behind ECO Bowl demonstrates the strides DS Smith is taking to encourage greater sustainability within the retail landscape, and through our partnership with MULTIVAC, we are committed to driving the circular economy at greater scale."

Bernd Lasslop, Vice President Partner Products & Consumables at MULTIVAC commented: "We are constantly working on innovative solutions to reduce the quantity of packaging materials and on packaging concepts that meet the current requirements in terms of resource efficiency and recyclability. ECO Bowl is yet another example of these efforts."

Please find a link to the ECO Bowl product information page [here](#).

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L'Obsoco Research

These findings are the result of research conducted by L'ObSoCo on the Respondi panel in July 2019 on behalf of DS Smith which surveyed 1,000 18-70 year-olds in Germany, 999 18-70 year-olds in the UK, 996 18-70 year-olds in Poland and 400 18-70 year-olds in Belgium.

About DS Smith

DS Smith is a leading provider of corrugated worldwide, supported by recycling and papermaking operations. Headquartered in London and a



member of the FTSE 100, DS Smith focuses on creating innovative sustainable packaging solutions in 37 countries employing around 31,000 people. Using the combined expertise of its divisions – including Packaging, Recycling, Paper – DS Smith works with customers to deliver solutions that reduce complexity and deliver results throughout the supply chain. Its history can be traced back to the box-making businesses started in the 1940s by the Smith family.

About MULTIVAC

MULTIVAC is one of the leading providers worldwide of packaging solutions for food products of all types, life science and healthcare products, as well as industrial items. The MULTIVAC portfolio covers virtually all requirements of processors and producers in terms of pack design, output, and resource efficiency. It comprises a wide range of packaging technologies, as well as automation solutions, labellers, and quality control systems. The product range is rounded off with solutions upstream of the packaging process in the areas of portioning and processing, as well as bakery technology. Thanks to extensive expertise in packaging lines, all modules can be integrated into complete solutions. This means MULTIVAC solutions guarantee a high level of operational and process reliability, as well as efficiency. The MULTIVAC Group has approximately 6,500 employees worldwide, with some 2,300 based at its headquarters in Wolfertschwenden. With over 80 subsidiaries, the Group is represented on all continents. More than 1,000 sales advisors and service technicians throughout the world use their know-how and experience to the benefit of customers, and they ensure all installed MULTIVAC machines are utilised to their maximum. Further information can be found at: www.multivac.com.

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