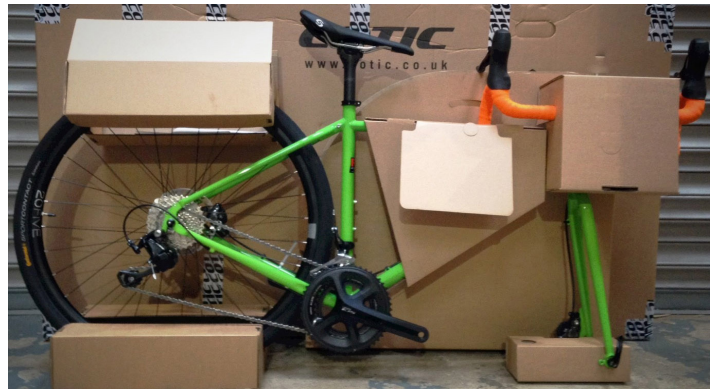


## Corrugated Packaging Packs Pedal Power

**A manufacturer of bespoke road and mountain bikes turned to corrugated when it wanted a complete makeover of its packaging to visually reflect the vibrancy and feel-good factor of the brand when it reached the consumer.**

To meet growing demand, independent bike company Cotic required a modular distribution pack, with corrugated fittings for all the bike parts, to create the 'designed from scratch' lifestyle the company wanted to portray. The packaging needed to be of a highly attractive style, protect the bike in the supply chain and provide a consistent method of packing that reduced transit damage.



The Confederation of Paper Industries (CPI) says this project was perfect for corrugated's inbuilt versatility and cushioning qualities that provide the optimum protective packaging as well as stand-out sale appeal, replacing Cotic's previous mixture of plastic bubble wrap and time-consuming hand cut packaging.

An outer box was designed to accommodate a bike with the front wheel separated and the handle bars removed. Using locking tabs enabled Cotic to dispense with tape that previously secured the pack, making the box easier to open, more aesthetically appealing and simple to recycle by the consumer – and a more sustainable solution as all the transit packaging is now corrugated.

Wide ranging properties of corrugated can be readily tailored to fit any product and suit the rapidly changing demands of the supply chain. The industry devotes time and resource to understanding the customer requirements, so as to design a box that offers optimum performance, reducing unnecessary wastage.

Over 80% of corrugated is recycled in the UK, the highest recycling rate for any packaging material, and where virgin fibre is used, it comes from sustainable forests, typically using fast-growing softwoods such as pine and spruce, which are accredited by either the Forest Stewardship Council (FSC®) or the Programme for the Endorsement of Forest Certification (PEFC). The Cotic transit pack is 100% FSC® corrugated.

This innovative supply chain packaging also becomes a selling point as the result is that upon opening, the bicycle is presented to the customer in a logical and pleasing manner that reflects its high profile.

Cotic's founder and director, Cy Turner, said: "We always use cardboard boxes for shipping our products as they are robust and easily recyclable which works for us on environmental grounds. The improved design is down to our corrugated supplier, who came up with the intricate designs after just a couple of hands on sessions at our warehouse.

"We've had great feedback about the new packaging. The appearance and look and feel of the packing when the customer receives the bike is a big plus. One of our bike testers said it was the most pleasingly effective and efficient use of bike packing he'd ever seen."

CPI's Director of Packaging Affairs, Andy Barnetson, added: "Corrugated is the ideal means of protection for oddly shaped products. It is the UK's most widely used packaging material for maintaining goods in a safe and secure condition during shipment.

“Advances in corrugated technology are making it ever more possible to deliver complex structures whilst incurring minimal wastage. Its exceptional environmental credentials are a highly compelling attribute within a retail marketing climate that is increasingly demanding greater sustainability.”

Corrugated packaging protects around 75% of goods in transit. Through various packaging innovations, the Corrugated Industry is providing creative retail ready packaging, while still delivering the supply chain with a highly functional solution that enables both suppliers and consumers to benefit from improved product marketing and presentation.

## ENDS

For additional information, please contact Emma Punchard, Director of Communications, tel: 01793 889609, email [epunchard@paper.org.uk](mailto:epunchard@paper.org.uk).

## NOTES TO EDITORS

- The Confederation of Paper Industries (CPI) is the leading trade association representing the UK's Paper-based Industries, comprising paper and board manufacturers and converters, corrugated packaging producers, makers of soft tissue papers, and collectors of paper for recycling.
- CPI represents an industry with an aggregate annual turnover of £6.5 billion, 25,000 direct and more than 100,000 indirect employees.
- The CPI corrugated sector promotes a sustainable and renewable material, more than 80% of which is recycled.
- For facts on the UK's Paper-based Industries please visit: [www.paper.org.uk](http://www.paper.org.uk).