

To all members of the WPC, WPB and IPLM (Europe),
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tk-nm

cc: KF, GBL Würth-Line

Künzelsau, 30.01.2020

I M P O R T A N T

Viewing window of our ORSY cardboard boxes

Dear colleagues,

Since we take our responsibility for environmental sustainability very seriously, we are already constantly working on the further improvement of the packaging of our product range. Due to the vast amounts of packaging waste that our customers create every day, our special attention lies on the recyclability of our product packaging.

We decided to start working on the ORSY cardboard boxes with viewing window (see Figure 1) as this is one of our most commonly spread type of packaging. So far, the viewing window prevents the boxes from being disposed in the regular waste paper bins due to the bonding of paper and plastic. The usage of cardboard boxes without a viewing window would mean a dramatic improvement for the recyclability.



Figure 1: ORSY cardboard box with viewing window

Therefore, we conducted a comprehensive large-scale customer survey on the viewing window of our ORSY cardboard boxes to find out if our customers actually require that window.

The survey showed that the vast majority of 90% of our customers don't need the viewing window. Out of the remaining 10%, almost every customer agreed to forego the window with regards to the subject of sustainability.

Hence, we decided to solely use boxes without a viewing window in the future.

The changeover of all ORSY cardboard boxes will take place as soon as possible. As a result of this running change, a certain transition period will occur. Certain fast moving products will be switched over to the new boxes within weeks, while slower moving goods will be changed within several months. Please forward this information also to your local sales department in order to ensure that any kind of irritations will be prevented.

The omission of the viewing window results in a total saving of approx. **22.6 metric tons of plastic foil each year which equals an area of 174,125m².**

Dear colleagues, the example of the ORSY cardboard boxes shows how big of a leverage small changes to a single type of packaging can have, and is therefore a huge step to help supporting the preservation of our natural resources – our contribution to environmental protection.

This letter is not only to inform you about the changes made to the ORSY boxes, I also want to encourage all of you to seek every possibility that helps us meeting our responsibility towards the environment – we await your proposals.

Sincerely,



THOMAS KLENK