Packaging

Packaging is an integral part of our products and logistics. It protects goods, enables safe transport and helps ensure that orders arrive reliably.

At the same time, when selecting our packaging, we pay attention to material use, recyclability and legal requirements.

We continuously review and further develop our packaging solutions in order to meet quality and sustainability requirements.

Within the meaning of the European Packaging Regulation (PPWR), we are responsible for our packaging as a producer and distributor and place it on the market together with our products.

All our packaging is provided with the required manufacturer and contact details.

In addition, the legally required markings and pictograms are used to support correct disposal.

Materials at a Glance

Our packaging consists of different materials, which are used depending on the application.

Paper and Cardboard Packaging

We use paper and cardboard materials for shipping boxes and product packaging.

These materials are fully recyclable.

The proportion of recycled material differs depending on the packaging:

- Store boxes: 95.3% recycled material
- Shoe boxes: 100% recovered paper
- Folding cartons: 70% recovered paper and 30% kraftliner
- Paper carrier bags: 100% recovered paper

Transport Packaging

Euro pallets are used for transport and storage.

These are made of wood and metal and are fully recyclable.

The materials can be separated and reused in the recycling process.

Plastic Sales Packaging

We use polyethylene (PE), in particular LDPE and HDPE, for mailing bags, films and return packaging. This packaging is made of 100% polyethylene.

The packaging films used are generally recyclable through existing collection and recycling systems.

Our mailing bags currently contain around 80% recycled content, while our return bags do not yet contain any recycled material.

We are currently evaluating an increase in recycled content, which is already in the testing and implementation phase.

Our shopping film packaging is also made of 100% LDPE. These are 100% recyclable.

Hangtags, Adhesive Tapes and Labels

Our hangtags are made of 100% FSC-certified paper.

Plastic and paper solutions are used for sealing and labelling the packaging.

Some of the adhesive tapes used contain 85% recycled content (rPET).

Labels are made from paper-based material and are used for labelling and logistics.

Labelling and Information

Our packaging is labelled according to the packaging component.

Material codes and disposal instructions can be found in particular on:

- Outer packaging
- Inner packaging
- Hangtags

Not all packaging components carry full labelling directly on the material. In addition, a QR code is used to provide further information on materials and disposal.

Disposal Instructions

Packaging may consist of several materials and should be disposed of separately accordingly.

Please dispose of each item of packaging correctly.

The labels on the packaging help with correct sorting.

- Paper belongs in the paper recycling bin.
- Plastic belongs in the plastics recycling collection.

Responsibility and Further Development

We are continuously developing our packaging further.

The focus is on material use, recyclability and compliance with legal requirements.

Our packaging complies with the applicable European requirements for product safety and material restrictions.

Our goal is to use packaging efficiently and to optimise it step by step.

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