

Stora Enso reports on impact of strategic packaging for online retailers

Helsinki, Finland, September 7, 2015 - Stora Enso, a leading provider of renewable solutions in packaging, biomaterials, wood and paper, today published a report on trends for online packaging. The main conclusion in Stora Enso's Viewpoint report is that strategic packaging designs and sustainable materials can significantly increase margins for online retailers. Key findings in the Viewpoint report include:

- Potential for Online Grocery segment to double EBIT through strategic packaging designs.
- Potential for Personal Care online retailers to increase EBIT by as much as 50 % through strategic packaging designs.

"The retailers that excel in packaging in the online channels will probably see highest growth in the coming years," says Gilles van Nieuwenhuyzen, Executive Vice President at Stora Enso Packaging Solutions Division. "We foresee that customers and partners that utilise the full potential of online packaging will be able to achieve significant profit improvements."

Some concrete opportunities reviewed in the Viewpoint report include: increasing customer loyalty, supporting customer sustainability agenda, and reducing transportation volumes. In grocery online retail, the report highlights the potential to make 'pick & pack' more effective, reduce damaged goods in last-mile-deliveries, and optimise packaging material use to impact EBIT level.

"Developing optimised packaging solutions can clearly have a positive effect on sales, costs and above all consumer loyalty, three important parameters for profitability for retailers going online," says Björn Thunström, Vice President Marketing & Customer Loyalty at Stora Enso Packaging Solutions.

Furthermore, the Viewpoint report emphasizes some visible macro trends; the power of the consumer is increasing to new heights, business models are innovated to capture opportunities, and the availability of technology is increasing as costs reduce to use new technology. In addition the report concludes that sustainable packaging solutions can enable brand owners to gain from those trends as a competitive advantage.

Gilles van Nieuwenhuyzen will speak at the **World Retail Congress in Rome on September 10th** about the "Future of Online Packaging."

To download the full Viewpoint report, please visit www.storaensopack.com/press-media

About ViewPoint

In each viewpoint report, Stora Enso shares its insights and analysis on the most important packaging trends with impact on selected business segments, and evaluates the related relevant future value chain developments, with particular focus on brand owners, retail, and consumers. The Viewpoint reports also identify Stora Enso's perspectives on the key success factors related to packaging for brand owners in the next few years.



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Stora Enso is a leading provider of renewable solutions in packaging, biomaterials, wood and paper on global markets. Our aim is to replace non-renewable materials by innovating and developing new products and services based on wood and other renewable materials. We employ some 27 000 people worldwide, and our sales in 2014 amounted to EUR 10.2 billion. www.storaenso.com

Stora Enso's Packaging Solutions division develops fibre-based packaging and operates at every stage of the value chain from pulp production, material and packaging production to recycling. Our solutions serve leading converters, brand owners and retailer customers helping to optimise performance, reduce total costs and enhance sales.

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“Future of Online Packaging” is the fifth edition in Stora Enso’s division Packaging Solutions in-depth Viewpoint report series. It has been developed building on industry expertise, reports and multinational interviews, in partnership with McKinsey & Company. Financial data analysis has been modelled by McKinsey & Company based on identified packaging levers to address within online retailing.

