When it comes to packaging:

White goods should be handled with care. And with 98% air.

airpop, is the brand-new name for a well established material formerly known as EPS. It is 98% air but still assures maximum protection with minimal material input. That is smart engineering. It can be moulded to any shape required and with varying strengths and performance levels.

Components such as wood, plastic or metal can also be moulded into the pack according to individual specs. This adds extra strength for large objects such as washing machines; for multiple stacking and higher safety levels in the warehouse.

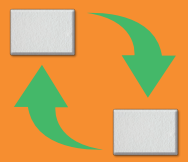
Trusted since 1952

MAXIMUM PROTECTION

Cushioning factor up to 2x higher compared to other materials

VERSATILE & ADAPTABLE

Airpop can be moulded to any required shape, ensuring that products always get the best protection.



SUSTAINABLE CHOICE

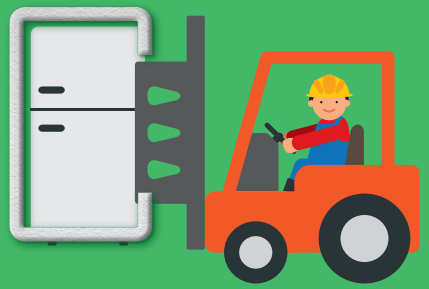
Can be recycled up to 7 times without deteriorating

When it comes to process management:

When it comes to white goods logistics. 98% is very good.

Logistics that add value to the protection of the goods though improved assembling properties ensure maximum cost efficiency: This pays-off not only during the smooth running process, but also after sales: long lasting customer relationships and high customer satisfaction are the key to sustainable growth.

Using a material that is so versatile, it can flexibly be adopted to the specs of the product and the production line and the existing packing processes. And even if there are changes in equipment, for example if the new storage system or fork-lifter requires a new stacking method, the material can adapt.



EFFICIENT INTERNAL LOGISTICS

EFFICIENT EXTERNAL LOGISTICS

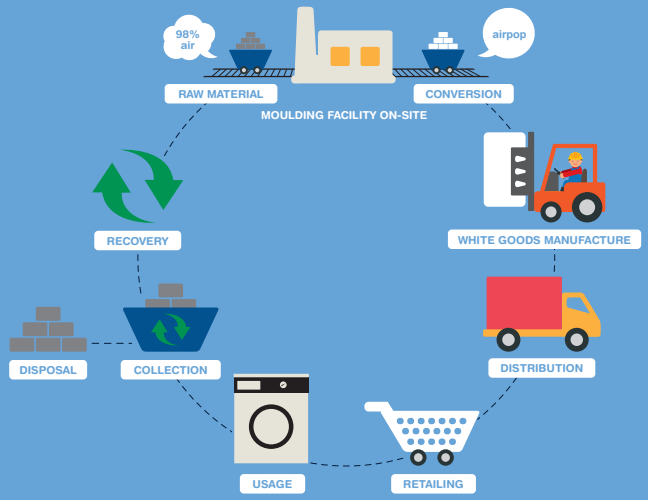
When it comes to sustainability:

The best packaging is made of 98% air. No wonder it is so sustainable.

Corporate sustainability targets mean that even the most tried and tested material must stand up to environmental scrutiny. Lifecycle analysis shows how airpop can meet legislative requirements and voluntary corporate CSR commitments. That is why we provide a complete overview of how airpop stacks up against the 3Rs – reduce, re-use and recycle, so that decisions on the right packaging material are fact-based and not subject to misperceptions.

Did you know? Many airpop production facilities offer collection points where material can be reused. Adding recycled material in the manufacturing process of customized airpop parts even improves the environmental performance of the whole operation significantly.

Did you know? airpop converters providing packaging solutions for white goods work closely with operations management and product and package design. Together they ensure that packaging innovations benefit the overall efficiency of the operation.

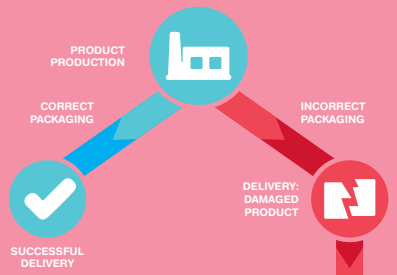


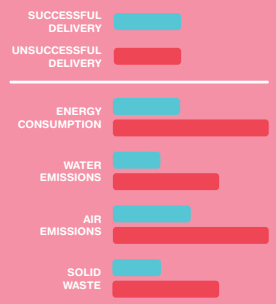
When it comes to **procurement:**

Minimum costs, maximum protection. Sounds very good for white goods.

For transportation of high value items such as white goods, damage avoidance is the top priority. In drop tests, vibration tests and other performance data, airpop gives best protection thanks to its outstanding cushioning properties. Smart packaging design and the versatility of the material means it can be moulded in different strengths and performance levels to protect those parts of the product that could be subject to wear and tear during transportation, thereby saving on costs and packaging volume. What's more the airpop packaging base can be used as a tray on the assembly line. This saves money for an extra tray and on personnel for moving the assembled product. The strength and rigidity of the material means that airpop packed goods can be stacked to maximize vertical warehouse space, which increases warehouse capacities and efficiency.

When visualized, the necessary consideration factors for choosing the correct packaging become clear: package performance, environmental impact during lifecycle, and recycling options are all key in making the right choice.





Product production and delivery comparison to quantify environmental impacts associated with incorrect packaging.

more information:
http://www.airpop.com/

airpop®
engineered air

How to protect white goods is a good question. Using 98% air is a good answer!

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