

## VERPACK GROUP PRESENTS ITS NEW GENERATION OF CARDBOARD INSERTS

ACTING AS A PARTNER FOR BRANDS, VERPACK GROUP IS RESPONDING TO DEMAND FOR MONOMATERIAL COFFRETS AND CASES. ITS NEW GENERATION OF ATTRACTIVE, PRACTICAL, MODULAR AND PERSONALIZABLE CARDBOARD INSERTS IS ONE EXAMPLE OF THIS. DISCOVER THEM AT LUXE PACK MONACO.

Driven by regulatory changes and anti-plastic lobbies, demand for more sustainable packaging solutions has been growing for several years. Already reputed for its recycled plastic thermoformed inserts, Verpack Group has now developed its first inserts from different types and thicknesses of cardboard designed for fragrance, skincare and premium accessories, and more recently for wines and spirits.

Thanks to its life-cycle analysis tool, the group was rapidly able to accompany brands with alternative solutions like monomaterial coffrets and cases, also removing magnets and other accessories.



### GENERATION 4.0 INSERTS

At the Luxe Pack trade show, Verpack Group is presenting its new insert design. The concept is based on modules that can be adjusted to fit the shape of products and slid inside the coffret or case, protecting them and holding them in place. Over the top, a clip-on layer that can be decorated covers the insert. The concept can be personalized (in terms of size, volume, the choice of cardboard and the décor, for example), offering numerous advantages in terms of design, weight (it weighs half as much as a coffret with a corrugated cardboard insert), the automation of certain production steps and ease of handling for operators. It responds to major challenges related to e-commerce, as well as in displaying coffrets at the point-of-sale.