

SMURFIT KAPPA SHOWCASES E-COMMERCE EXPERTISE WITH NEW DOMINICAN REPUBLIC STORE

Smurfit Kappa has formally launched a new e-commerce store in the Dominican Republic. The new store created by Smurfit Kappa Todo Carton, will act as an online retail packaging boutique, and serve the ever-growing packaging market in the Dominican Republic. This follows on from the success of its bricks-and-mortar shop in the country which has been operating for over 25 years.

The online shop specialises in e-commerce packaging tailored towards both small and medium sized businesses, which includes an emerging market of influencers and entrepreneurs, trading via social media platforms including Instagram. The store's portfolio includes

a wide variety of Smurfit Kappa's 'Better Planet Packaging' solutions which offer sustainable alternatives to unsustainable packaging solutions. Popular products include paper-based hamburger clam-shell packaging and packaging for fruit and vegetables, baked goods and giftware. All of the packaging solutions can be customised to meet customers' needs.

The development of the new e-commerce shop coincides with the 25th anniversary of the bricks-and-mortar store, but was also heavily influenced by the increased reliance on the e-commerce channel throughout the pandemic. The store has now enabled



Todo Carton to broaden its customer base and reach a new audience of small business owners that are looking for quality sustainable packaging, but in smaller quantities and at affordable prices.

Laurent Sellier, CEO, Smurfit Kappa – the Americas, commented, "We are delighted to have reached this milestone. We have been operating in the Dominican Republic since 1997 and pride ourselves on developing innovative, sustainable, and convenient packaging solutions to meet our customers' needs, however niche those needs may be. Our expertise in eCommerce packaging, in particular, is applicable to a huge variety of sectors."

Andrés Silva, General Manager, Smurfit Kappa Dominican Republic, added, "So many companies cater only for businesses that can afford to place bulk orders. At Smurfit Kappa we think that small businesses and start-ups also deserve to be able to afford sustainable and innovative packaging. Both our off-the-shelf and customised packaging products are in great demand and we are attracting new customers all the time. Thanks to the hard work of our team and our packaging expertise and experience we are thrilled to be the first Smurfit Kappa store in the region to sell packaging in small quantities."

