

SMURFIT KAPPA TAPS INTO GROWING ONLINE WINE SALES WITH ECOMMERCE WINE PACKAGING PORTFOLIO

Amazon pre-certified packaging suits range and number of wine bottles



Smurfit Kappa has created an innovative and sustainable packaging solution specifically tailored for wine, to help businesses in the sector capitalise on the continued growth in eCommerce wine sales.

The new solution holds Amazon's 'Frustration-Free Packaging' (FFP) certification, which is a world first for a generic packaging solution that caters for different case counts and wine bottle types.

The eCommerce wine sector has seen a significant increase in sales since the beginning of the pandemic in 2020. Shopping for wine online has been hailed as the next big consumer trend with market research company Euromonitor reporting a 52% increase in online wine sales between 2019 and 2021.

Smurfit Kappa's new wine multi-pack consists of a sleek design comprising an outer box and buffers and is robust

enough to reach the end consumer in perfect condition no matter how complex the supply chain is. Amazon's FFP programme was introduced to reduce over-packing, improve the consumer experience and enhance sustainability. Amazon provides sellers with a stringent set of packaging guidelines which they must meet before they can list their products.

Vice President of Innovation and Development at Smurfit Kappa, Arco Berkenbosch, said: "We are delighted to partner with Amazon to deliver another pre-certified Frustration-Free packaging solution. We have used our 15+ years of eCommerce experience to design this solution for the direct-to-consumer wine sector which is continuing to grow at a phenomenal pace. Our 100% recyclable new pack will enable businesses selling wine through Amazon Marketplace to get their products to the end consumer quicker and speed to market is a key differentiator in today's world."