

# Mondi Unveils Paper-Based Mailer: A Win For Customers And The Planet

- Protective Mailers complement Mondi's extensive portfolio of eCommerce paper and packaging solutions addressing an industry driving towards a more sustainable future
- This latest eCommerce packaging solution is fully paper-based, made from renewable resources, recyclable in the paper waste stream, and featuring a unique design that eliminates the need for plastic bubble inlays
- The mailers, created in collaboration with Amazon, prevent goods from shifting inside, ensuring products can arrive at their destination in perfect condition

Mondi, a global leader in sustainable packaging and paper, launches its new recyclable Protective Mailers made entirely of paper. The innovative mailers, developed in collaboration with Amazon, enable eCommerce companies to securely ship goods without the need for plastic bubble wrap, while remaining fully recyclable in conventional paper waste streams.

The Protective Mailers are made from Mondi's strong but lightweight kraft paper and open-flute material, offering a unique combination. The flexible design offers the possibility of customising the open fluting to the needs of the product, ensuring resilience and product protection to prevent goods from shifting inside the mailer and safeguard products in transit. The good printability of Mondi's kraft paper enables customers to add effective branding and distinctive designs to each mailer.

“Amazon stopped using traditional bubble-wrap padded envelopes in Europe several years ago, which presented a challenge to develop light, flexible and fully recyclable paper packaging that provides the same protection. Achieving both low weight and maximum protection with a 100% recyclable paper envelope was not an easy task, but these envelopes are easy to pack, simple for customers to recycle at home, and enable damage-free deliveries.

**Thais Blumer, European Head of Sustainable Packaging for Amazon.**

The Protective Mailers are available in standard and customisable sizes – their height can be adjusted to best suit the size of their contents, thereby reducing average parcel dimensions, optimising material usage and facilitating lower shipping costs.

“eCommerce customers are constantly looking for protective, sustainable packaging in which their products are safely delivered to their consumers,” says Nedim Nisic, Mondi Group eCommerce Director. “We have risen to this customer challenge with our new fully paper-based solution – the Protective Mailer. This solution can handle any product, both fragile and bulky, from small electronics to books to fashion accessories and much more.”

"The Protective Mailers address a real need. In the recently released fifth annual Mondi eCommerce report - which covers eCommerce trends, analysis and attitudes - we found that 88% of consumers value protective packaging as their top need. In addition, more than half (58%) of survey respondents said they expect nearly all of their parcels to be delivered in compostable or recyclable packaging. With the new Protective Mailer, made with fully recyclable paper, we cater to these consumer requests while ensuring the solution is easy to handle within fulfillment and logistics for our customers.", Nisic added.

Protective Mailers, which have also been rewarded with the bronze award at this year's Eurosac Grand Prix, are user-friendly quick and easy to use. Options available include a tear-tape for easy opening and an additional hot-melt strip for easy closure when returning the shipment.

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