



Spécialité NDRC - Mise en situation

## Smurfit Kappa a world leader in paper-based packaging

Source : <https://www.smurfitkappa.com/>

### Single Bottle Packaging - Pyramid insert



The ideal solution for an efficient and safe delivery of a single bottle using an innovative pyramid insert to perfectly protect your fragile product.

- Manual packing
- Open design, showing the bottle whilst ensuring protection
- 100% paper-based sustainable solution
- Fits different shapes/sizes of bottles
- ISTA 3A tested for the eCommerce supply chain
- Perceived as safe and sustainable by consumers

**Price:** 0.53 excluding VAT. Minimum order quantity is 500.

### Single Bottle Packaging – Rollor bottle pack



The Rollor bottle pack is the perfect way to surprise your customer with a single bottle delivery. This iconic and disruptive packaging offers full protection in a stand out shape.

- Manual and fast packing
- Single piece solution with a unique opening experience
- 100% paper-based sustainable solution
- Ideal for different bottle shapes, even squared primaries
- ISTA 3A tested for the eCommerce supply chain
- Excellent consumer experience and increased brand perception

**Price:** 0.62 excluding VAT. Minimum order quantity is 500.

**Brevets de techniciens supérieurs**  
**Epreuves orales ponctuelles de langues vivantes**  
**Session 2021**

				
<b>RENEWABLE</b>	<b>RECYCLABLE</b>	<b>BIODEGRADABLE</b>	<b>GROWTH PARTNER</b>	<b>PACK TESTING</b>
All our paper is made from renewable resources, using wood fibres that come from sustainably managed forests	All paper-based packaging is recyclable and easy for consumers to recycle.	Paper-based packaging is biodegradable. In the rare case that paper ends up in nature it disappears within months	Whether you need 500 or 50,000 packs, we'll provide expert eCommerce packaging advice and scale support as your business grows.	At our ISTA certified lab we can stress-test your packaging to ensure your products are protected all the way to their final destination.

You are a sales manager at Smurfit Kappa. The company has just designed new bottle packaging and wants to expand its clientele. You are presenting the two latest products to your sales team. They need information to be able to convince existing customers and potential customers to buy them.

Prepare your presentation, including the following elements:

- what makes your company different from its competitors
- assets of the products
- your existing customers and their specific needs
- your target customers