



PRESS RELEASE

Packly expands its range of materials by launching corrugated.

The new material is available with custom sizes and without minimum order quantities

A concrete solution to current market and user demands

Campochiaro, April 2021

Packly had announced it and finally the new release is available online: a **new material** expressly created to meet the packaging needs for products with **shipping purpose**

The new substrate has a thickness of about **1.7 mm** and is made up of SBS cardboard laminated to corrugated (E-flute). The choice is motivated by the desire to maintain the **quality standards of Packly printed products**, combined with a **very resistant material** with exceptional performance.

The new support is always available with: **custom sizes**, with the chance to apply **special finishes**, and with **orders starting from 1 copy**.

Packly once again proves to be in step with the times and with a careful reading of the needs and evolutions of the market. The pandemic has strongly changed the purchasing habits of final consumers, decreeing a boom in online orders..

Companies have had to **rethink** their offer and position their products in virtual stores, or on the best-known e-commerce platforms. Packaging in this case takes on a crucial role, not only as a **marketing tool** in the unboxing phase, but it recovers the more traditional role of container that **protects the goods**.

The solution offered by Packly allows users to create their own custom packaging, in corrugated, without having to buy excessive batches and without having to adapt to standard sizes. This translates into a concrete choice of sustainability: **100% recyclable, reusable and waste-free packaging**.

Packly bets on Green and proposes a solution in line with the mission of the company, which currently uses 60% of energy from renewable sources and is committed to reaching 100% by 2030. .

Press Office Packly srl
Imma Romano
imma@pack.ly