

Goodbye single-use plastic, hello sustainable packaging for LPA Group

LPA Group is a leading manufacturer in the design and build of connectors, LED lighting and electrical systems in the UK. With over 100 years of industry experience, LPA has an impressive history of product development, design and build methods centred on reliability, low maintenance and lifecycle costs. LPA came to Smurfit Westrock looking for help reducing their single-use plastic usage.

Search for a sustainable solution

LPA turned to Smurfit Westrock for a paper-based solution that replaced the need for bubble wrap and timber packaging. Although plastic bubble wrap can be an effective and affordable packaging solution, it meant that LPA relied on single-use plastic, which held back its efforts to become a more sustainable business. Instead, they wanted a design that was as flexible and snug as bubble wrap to save space in the bulk shipper while also reducing plastic use.

So, our packaging experts at Smurfit Westrock Peterborough designed a perfectly sculptured packaging fitting using E flute corrugated cardboard. This solution is as protective as bubble wrap but is paper-based, reusable, recyclable and FSC-certified.

Smart, secure and streamlined

While corrugated cardboard packaging is generally less flexible than bubble wrap and risked being too bulky and rigid for the connectors, the team developed a unique, sleek solution that fits various connector sizes perfectly.

This innovative design wraps neatly around each connector and locks securely in place, helping the items remain safe and protected during transit.

The unique packaging solution is delivered flat and is easy to fold and fit to the connector. The new corrugated fitment doesn't reduce the amount of connection cables that can be bulk packed and has eliminated the use of bubble wrap for the business, as well as the need for rolls of tape. The team have successfully removed single-use plastic bubble wrap for LPA and introduced a fully reusable, recyclable and FSC-certified packaging alternative.

The paper-based design is a big step towards reaching the business' environmental goals.



David Gould, Operations Manager at LPA said:

"LPA is committed to reducing our environmental impact, and eliminating single-use plastic from our packaging was a key priority. Smurfit Westrock's innovative corrugated cardboard solution has not only helped us meet our sustainability goals but also ensures our products are well-protected during transit. It offers the same flexibility and protection as bubble wrap, and we're proud to showcase our dedication to green initiatives with this recyclable, FSC-certified packaging."

Brian Smith from Smurfit Westrock Peterborough said:

"LPA are really happy with their packaging and due to its success, we are planning to continue working with them on their packaging solutions. We're going to do a full single-use plastic audit on the LPA packaging and shipping process used by LPA, which will push them even further towards being a sustainable business."

Wrap up sustainable solutions

Looking for innovative, recyclable packaging to support your sustainability goals?

Contact our experts today.

For more information visit [smurfitkappa.com](https://www.smurfitkappa.com)