



MEDIA INFORMATION

Packaging has a new priority

New rules = even more safety!

Erkeln, 09/05/2023 – **VAUTH-SAGEL have completely revised their packaging philosophy. interzum 2023 is the perfect platform for the presentation. After all, this topic is important for all partners along the production and supply chain right through to the end customers. At their core, the innovative ground rules for a new packaging design emphasise transport safety, sustainability and easy handling. But at VAUTH-SAGEL, packaging also has a brand component that is designed well down to the smallest detail.**

“We put special emphasis on ensuring that the packaging for our products facilitates safe and complaint-free transport without damage. At the same time, the safety measures must be effective and sustainable in order to avoid rubbish and support recyclability,” said CEO Claus Sagel. Here, the motto is: “Only as much as necessary and as little as possible”.

The key aim of the new packaging from VAUTH-SAGEL is to ensure reliable, complaint-free product transport without damage. To achieve this, the company rely on higher carton quality and design in order to protect products with high weights even better. The storage principle has also been improved with the aim of storing individual components securely inside the carton. Further, all packaging is dimensioned for the required pallet sizes to the greatest extent possible in order to optimise transport. To guarantee the quality of the packaging, VAUTH-SAGEL carry out in-house, qualified drop tests.

Another important aspect is the simplicity of the packaging, which was designed to be self-explanatory and is intended to support processing. The packaging is easy to open, intuitively read and avoids cutter knife openings that can possibly damage the product inside. Clear category classification and a unique product reference thanks to the product name and an illustration ensure excellent orientation and order with regard to individual component storage.



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The packaging from VAUTH-SAGEL is a special feature and reflects the brand identity of the company as well. The high-quality, CI-compatible appearance with product illustrations and markings ensures an appealing look and clear labelling. Accompanying information supports optimal product installation.

To reduce transport costs and optimise space utilisation, VAUTH-SAGEL rely on modular packaging solutions plus recyclable basic materials made from cardboard and paper. Plastic fillers are replaced by cardboard segments whenever possible. Additionally, reusable and deposit-based systems have been further expanded in order to create sustainable packaging and 3D storage concepts. Together with the supply chain partners, they are constantly developed further.

With the new ground rules for packaging design, VAUTH SAGEL show that sustainability and functionality can go hand in hand. The company have set high standards and in future, will also develop innovative and sustainable packaging solutions.

VAUTH-SAGEL:

CONTEMPORARY AND INNOVATIVE STORAGE SOLUTIONS. THIS IS WHAT VAUTH-SAGEL HAS STOOD FOR IN ESSENCE FOR MORE THAN 60 YEARS. IN ALL ITS STORAGE SOLUTIONS, THE OWNER-MANAGED FAMILY BUSINESS FOCUSES ON PEOPLE'S DESIRE FOR THE GREATEST POSSIBLE COMFORT. THIS IS WHAT THE COMPETENCE AREAS OF DEVELOPMENT, PRODUCTION AND SALES ARE GEARED TOWARDS - DAY IN, DAY OUT. THE CORE COMPETENCE IN THE KITCHEN AND FURNITURE INDUSTRY HAS LONG SINCE BEEN TRANSFERRED TO MODERN LIVING ROOM COMPONENTS. AND THIS MOTIVATES THE MORE THAN 850 EMPLOYEES TO MANUFACTURE MORE THAN 85 MILLION PRODUCTS WITH THE QUALITY FEATURE "MADE IN GERMANY" EVERY YEAR. IN ADDITION TO THE MANY YEARS OF CROSS-MATERIAL EXPERTISE, THERE ARE OTHER FEATURES THAT ENSURE THAT VAUTH-SAGEL'S GLOBAL CUSTOMERS ARE THAT DECISIVE STEP AHEAD: "CREATING HIGH-QUALITY SYSTEM SOLUTIONS FOR LIVING SPACES. AND FOR ALL PEOPLE" - THIS PROMISE IS BASED ON FORWARD-LOOKING IMPULSES IN PRODUCT DESIGN AND FURNISHING. ALL THIS IS VAUTH-SAGEL!



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