

SPEAKER



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LECTURE

IKEA packaging material fibre strategy

IKEA has long history of working with fibre based packaging solutions, the brown corrugated flat pack is today considered an IKEA brand builder item.

A continued development direction of using more and more fibre based packaging solutions has for example seen the phasing out of EPS as corner protection and shock absorption material in favour of fibre based solutions.

The journey continues with a clear direction of phasing out more and more of the fossil based plastic solutions keeping in mind already today IKEA's packaging solutions are almost to 90% fibre based, i.e. materials that are renewable, recyclable and actually recycled. The way forward of being a retailer that provides 'affordability, availability and circularity' gives the direction of the IKEA future.