

1. Press release – External Communications

DS SMITH, INVESTS €6 MILLION IN STATE OF THE ART 4-COLOUR CONVERTING MACHINE FOR EERBEEK PACKAGING PLANT IN THE NETHERLANDS IN RESPONSE TO DEMAND FOR SUSTAINABLE PLASTIC REPLACEMENT AND FIBRE-BASED PACKAGING SOLUTIONS

LONDON, Wednesday 3rd April 2004 – DS Smith, leading global sustainable fibre-based packaging company, is investing in its Eerbeek packaging plant in the Netherlands in response to the growing demand for sustainable plastic replacement and fibre-based packaging solutions.

The new state-of-the-art 4-colour converting machine will produce the well-known European Federation of Corrugated Board Manufacturers (FEFCO) 0201 bespoke boxes for customers as well as alternative grades. The new machine is currently in start-up phase and equipped with an advanced automatic inline error detection system.

The computer-controlled technology checks the quality of the printing and gluing and enhances the accuracy of the machinery. It also applies additional preciseness to the die-cutting lines in the packaging and folding. The innovative technologies enable DS Smith to further improve on quality production, enhance customer satisfaction, reduce waste, and lower energy consumption.

The investment follows DS Smith's commitment to collaborate even more closely with customers to secure future volumes, streamline production workflows and ensure timely deliveries while building a resilient supply chain. This will improve services levels and DS Smith customer's ability to meet their go-to-market strategies in the longer term.

Philip Bautil, Managing Director, DS Smith Benelux:

"We are thrilled to take this new step in our ongoing commitment to excellence and sustainability. This investment underscores our dedication to delivering high-quality packaging solutions that meet the needs of our customers while contributing to a more sustainable future.

With this new investment we are continuing to meet our customers supply chain challenges and respond to their requirements for growth. We are still seeing an increased demand for products that require sustainable plastic replacement and fibre-based solutions.

It is always our intention to inspire and invite our customers to innovate and imagine ways in which we can jointly develop packaging innovations with circularity and the circular economy at the heart of our present and future focussed discussions."

At DS Smith, sustainability is integral to the company's circular business model. The company launched its [Now & Next](#) sustainability strategy in 2020, and set near and long-term targets including the removal of one billion items of problem plastics from supermarket shelves by 2025.

The company purpose of 'Redefining Packaging for a Changing World' is dedicated to creating and delivering innovative, sustainable packaging solutions that consider the entire supply chain for customers and consumers, employees, and shareholders.