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## **More sustainability and style: sustainable, non-plastic cardboard packaging with viewing window film that is innovative, home compostable and organic**

Friedr. Dick is setting its course for the future. Starting at the end of August 2023, the Swabian knife manufacturer will change its high-quality knife series to a new, innovative packaging design and switch from the previous plastic packaging to a modern, sustainable cardboard packaging with biodegradable, organic viewing window film. The fresh and attention-grabbing design gives the professionals' knife brand a trendy and customer-oriented appearance.

"We have a clear responsibility to our retailers and customers, but also to our fellow human beings and future generations. For many years, sustainability has been a top priority in our company. We want to conserve resources, reduce waste and also make our products as sustainable as possible. That's why it was time to change the packaging of our knives and take the next step," says Steffen Uebele, Managing Director, explaining the new, sustainable packaging.

In recent months, Friedr. Dick has been working intensively on a new packaging concept that is both sustainable and contemporary. The sustainability of the packaging was clearly the focus, but the design should also reflect the values of the brand and strengthen the brand image. The knife has to be recognisable but at the same time securely packed – if possible without plastic. Together with a local packaging specialist, the team found what they were looking for: The unique concept combines modern design and sustainability. The new packaging saves yearly approx. 7 tonnes of plastic\* compared to the previous packaging.

An innovative, organic film embellishes the viewing window of the packaging. It allows the customer to see the blade – the centrepiece of the knife – before buying it. At the same time, it reliably protects the blade against damage and scratches. The organic film is made of wood pulp – a natural and renewable resource derived from PEFC-certified, sustainably managed forests. The organic-based film is suitable for home composting and is 100 % biodegradable. In

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In addition, the new F. DICK packaging is made in a climate-neutral production process. The CO<sup>2</sup> that is inevitably produced by the packaging is saved elsewhere. The greenhouse gases are then offset again and there is no burden placed on nature.

All the information about the knife (e.g. series, type, length, etc.) is included on the stylish sleeve and also shows the application for the knife. This makes it clear to amateur chefs what the knife can be used for. A special feature is the graphic representation of the handle as this is an important decision criterion when making a purchase. The handles are branded and reflect the specific characteristics of each series.

Despite the innovative concept, Friedr. Dick focused on making no compromises in terms of safety and also on mastering the logistical shipping challenges. The new packaging went through various test procedures to ensure this safety. Scratches and damage can quickly occur, especially with sensitive knives. Built-in magnets hold the knife blade in place and ensure that the knife does not slip in the cardboard packaging. They reliably secure the blade and reduce the risk of possible injury. The magnets can be removed from the insert and used again.

The following measures ensure the safety of the knives:

- (1) Organic film protects the blade against scratches and damage,
- (2) The knife is fixed in place by magnets,
- (3) There is a tamper-evident closure so that no knives can be swapped.

Friedr. Dick is pleased that the changeover period can start this summer. The following knife series will be presented in the new packaging. 1905, Premier Plus, ActiveCut, Red Spirit, Pink Spirit and Superior. However, the company acknowledges its responsibility to ensure that existing packaging is not destroyed. This conserves resources and protects the environment. The changeover will therefore be smooth and there may still be knives in the previous plastic packaging on the market. The first knives in the new packaging will be shipped at the beginning of September.

Friedr. Dick is also pleased to be able to continue to offer the customisation of its knives. In this case, the knives are repacked in their original packaging and a

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# Press Release

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sticker is applied. The sticker clearly shows that the knife has a wonderful customisation if this is not evident through the organic viewing window film.

\*Compared to the consumption figures from 2022.

Friedr. Dick has focused on sharpness since 1778: a success story that began with a small file cutter workshop in the southern German town of Esslingen, which developed into a high-quality business with a complete product range for chefs and butchers and evolved from a file specialist to a paragon for really good knives. Strict quality criteria and high design standards characterise the traditional brand for professionals. Every Friedr. Dick knife is made of the highest quality steel and impresses with perfectly balanced blades as well as ergonomically shaped handles for perfect cutting results. The long-standing tradition and experience of manufacturing products for professionals allow us to continuously develop innovative new products.

Further information is available from:

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