

LOVE PAPER CASE STUDY



www.lovepaper.org



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LEIPA's Commitment to Sustainable Paper Packaging

LEIPA, a leader in sustainable paper and packaging solutions, has made a bold move into the small business market with the launch of LEIPA Pull 'n' Pack. Traditionally known for large-scale paper rolls, LEIPA has introduced this innovative 9kg dispenser designed for protecting and packing empty spaces in boxes ("voidfill"). This new product makes sustainable packaging more accessible to smaller businesses, bridging a critical gap in the market.

LEIPA is a global leader in the production of sustainable paper and packaging solutions. Based in Germany, LEIPA focuses on environmentally conscious production, primarily utilising recycled paper fibres to minimise ecological impact. With a commitment to innovation, sustainability, and quality, LEIPA is driving positive change in the paper industry. Learn more at www.leipa.com.



As part of LEIPA's commitment to promoting sustainable paper packaging, the company has chosen to use the Love Paper icon on its Pull 'n' Pack dispensers. The Love Paper campaign, an initiative by Two Sides, educates consumers about the environmental benefits of paper and paper-based products. By featuring the Love Paper icon, LEIPA underscores its dedication to sustainable practices and spreads awareness about the importance of choosing paper as an eco-friendly packaging option.

While LEIPA Pull 'n' Pack can be purchased directly from LEIPA, the company's preferred route to market is through carefully selected e-commerce packaging suppliers. One such partner is Priory Direct, a leading business specialising in sustainable packaging solutions. Through partnerships like these, LEIPA is ensuring its products reach the right customers while promoting sustainability at every step.

The Love Paper Campaign

Love Paper is a global campaign promoting the sustainable and attractive attributes of print, paper and paper packaging.

Run by not-for-profit organisation, Two Sides, the campaign seeks to tell consumers across the world all the positive stories about paper, print and paper packaging from its environmental credentials to its ability to improve mental wellbeing, learning and enhance creativity.

Members of Two Sides, along with brands and organisations can register to use the Love Paper logo on their paper-based marketing and paper packaging. By using the Love Paper logo on their paper comms/packaging, brands are informing their customers that they are environmentally aware and are making sustainable choices backed by up-to-date facts and statistics on paper, paper-based packaging and the environment.

The LEIPA Pull 'n' Pack

Smaller businesses often face challenges in sourcing sustainable and efficient voidfill solutions. LEIPA Pull 'n' Pack is a user-friendly product that addresses these needs:

- **Convenience:** The 9kg dispenser is compact and easy to use, making it ideal for small-scale operations.
- **Sustainability:** Manufactured using recycled paper, it aligns with LEIPA's mission to promote environmentally responsible packaging.
- **Performance:** Provides reliable protection for items during transit, minimising damage and waste.

LEIPA has designed this void-fill solution with customers' needs in mind. Logistics departments are working to reduce plastic use while also minimising paper consumption compared to other common products on the market. To address these requirements, we have enhanced the strength of our void-fill solution.

Pull 'n' Pack provides superior stability and a robust spring effect, enabling you to use less paper while maintaining the same level of product protection. Alternatively, using the same amount of void-fill delivers even greater protection for your goods—all with the same straightforward process.

Priory Direct, a prominent name in sustainable packaging, is a key partner for distributing LEIPA Pull 'n' Pack. With a strong online presence and a focus on eco-friendly products, Priory Direct connects businesses to packaging solutions that align with their environmental values.

Backed by LEIPA's expertise and distributed through trusted partners like Priory Direct, this product represents a step forward in making sustainable packaging accessible to businesses of all sizes. With its alignment to the Love Paper campaign, LEIPA continues to lead by example in promoting the use of paper materials.

Pull 'n' Pack



LEIPA

**Sarah Lesting,
Head of Sustainable
Solutions Consulting**

"LEIPA Pull 'n' Pack represents our commitment to innovation and sustainability, making high-quality voidfill solutions accessible to businesses of all sizes. It's incredibly rewarding to see our circular product showcased on the Priory portal, reflecting the shared values that drive our industry forward. Displaying the Love Paper logo helps raise awareness of paper packaging and the incredible story behind this renewable, and in our case, recycled material."

Priory Direct

Josh Pitman, Managing Director

"We're excited to be working with Leipa and offering their Pull 'n' Pack paper as part of our mission to deliver sustainable packaging solutions. With only 17% of UK local authorities collecting plastic bags and wrapping at kerbside due to inadequate LDPE recycling infrastructure, the need for better solutions is undeniable. Leipa's Pull 'n' Pack, crafted from recycled paper, stands as a high-performing and sustainable alternative to plastic. We're proud to support businesses in protecting their goods while reducing their environmental impact and advancing the shift toward a more sustainable future."

Love Paper

**Josh Birch,
UK Campaign Manager**

"It's great to see the Love Paper logo being used on sustainable packaging solutions. The Pull 'n' Pack by LEIPA is an innovative concept for smaller businesses that will be great in helping to communicate the great environmental story of paper-based packaging. Paper packaging is the highest recycled packaging material in Europe, with a collection and recycling rate of 83%, and fits into the circular economy model seamlessly."

About Two Sides

Founded in 2008, Two Sides is a not-for-profit, global initiative promoting the unique sustainable and attractive attributes of print, paper and paper packaging.

The Two Sides campaign is a collaboration of companies from sectors including forestry, pulp and paper manufacturing, inks, pre-press, press, finishing, publishing, printing, envelopes and postal operators.

Two Sides operates throughout Europe, North America, South America, South Africa, Australia and New Zealand.



www.twosides.info



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