

Versuni introduces 100% recycled and 100% recyclable paper packaging across its Philips home appliances portfolio

Effective immediately, Versuni's top performing Philips home appliances products will be packaged in boxes made with 100% recycled and 100% recyclable paper. The more sustainable packaging will be introduced across the full Philips portfolio in the coming years. All single-use plastics inside the product boxes will be replaced with a sustainable alternative within four years.

Versuni, Amsterdam, October 2023 - Versuni, home to some of the world's most renowned domestic appliances brands, announces it is introducing packaging made with 100% recycled paper across its Philips portfolio globally. Consumers may in turn dispose of the cardboard responsibly as the paper is also 100% recyclable. To have the widest impact, the new packaging will first be applied to Versuni's top performing Philips home appliances - including the Philips Airfryer, Espresso Machine with LatteGo, Steam Iron 3000 series, Air Purifier and Cordless Vacuum 8000 series. It will then extend across the full portfolio in the coming years. Additionally, single-use plastic inside the packaging will be replaced with more sustainable alternatives across the full Philips portfolio globally within four years. These measures are a significant stride in Versuni's purpose of turning houses into homes and commitment to designing products and packaging for longevity, repairability, and reusability; turning waste into a resource.

"Consumers are becoming more environmentally conscious, which impacts what they expect from brands and how they shop," said Henk S. de Jong, Chief Executive Officer, Versuni. "Our purpose at Versuni is turning houses into homes. This ambition comes with a responsibility to set new standards and adopt more sustainable practices across our value chain. Introducing sustainable packaging across our Philips-portfolio is an important step in our commitments to reduce our impact on the planet, our shared home."

The boxes made with 100% recycled paper can withstand transportation without requiring additional protection, allowing customers to stick the shipping label directly onto the packaging. The printed area of the box, which markets the product, has been significantly reduced, requiring 65% less ink. Where possible, the dimensions of the redesigned packaging have also been reduced thanks to a focus on space optimization that minimizes empty areas in each product box. Versuni is taking steps to fuse more sustainable practices with its commitment to elevate the consumer experience through connected devices and digitalization. As part of this, the traditional multi-language user manual is now replaced with scannable QR-codes printed on the product packaging. These digital links allow consumers to more easily access 'how to get started' videos, FAQs, and downloadable user manuals in their preferred language. Safety instructions, warranty information, and simplified start up guides will remain available in the box.

"Looking at the entire lifecycle of a product is a key factor in our design process at Versuni," said Calum Armstrong, Head of Design, Versuni. "The desire to become more sustainable in our approach really challenges us to find innovative and creative solutions, from how we package and print, to adopting alternative digital solutions."

"We have partnered with Versuni at all levels of the design and production process to optimize supply chain processes and replace plastic where possible," said Wouter van Tol, Head of Sustainability at DS Smith, Versuni's packaging partner. "Our pioneering Circular Design Metrics tool, created in collaboration with the Ellen McArthur Foundation, was an essential step in this. It is encouraging to see a company such as Versuni proactively work with us towards a more circular economy."

About Versuni

Versuni's purpose is turning houses into homes. The company believes that home is more than a house. With more than 900 patents on its name, Versuni's portfolio spans kitchen appliances, coffee, climate, garment, and floor care. Products under the Philips brand include the Philips Airfryer, Espresso Machine with LatteGo, PerfectCare Steam Generator, Air Purifier and AquaTrio Cordless Vacuum. Their other brands are: Saeco, Gaggia, Preethi, Philips Walita, L'OR Barista and Senseo. Versuni is headquartered in Amsterdam, the Netherlands, and has innovation, manufacturing, and commercial centers across the globe, with a footprint in over 100 countries. Its successful product ranges adhere to EcoDesign requirements and reflect the company's commitment to sustainability best practices. Versuni is a former business division of Royal Philips and was formerly known as Philips Domestic Appliances.

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