



Press release

Sogefi unpacks pioneering packaging

Guyancourt, October 16, 2013 – Sogefi, the OE and aftermarket filter specialist is lifting the veil on an optimised packaging system designed to reduce environmental impact and facilitate logistics. The first phase of the project is about to be implemented and covers packaging for the company's aftermarket cabin air filters.

The key goal for the project was to create an environmentally friendly product that would optimise logistical work for all parties involved. The innovative packaging for Sogefi cabin air filters is made entirely of transparent, 100-percent recyclable polypropylene 50 micron plastic. The same material is used for the label which allows a quicker and more efficient recycling process. In contrast to the usual cardboard box, the material hermetically seals the product, offering full protection from dust and humidity, two major risks to cabin air filters.

Despite its flexibility, the plastic wrapping serves as an excellent defence against physical damage, thanks to the resistance of the material in combination with the sealing process. Because it can mould to the product, the package itself is smaller and lighter than a box. "This represents genuine added value for our customers," **says Andrea Taschini, General Manager of the Sogefi Aftermarket Business Unit.** "Less weight and bulk optimises transportation costs as well and leaves our customers up to 15 percent more space for storage. The transparent wrapping also means quicker handling and fewer returns, because the content is immediately visible to the mechanic."

Sogefi's new packaging is a part of the company's strategy of continuous innovation, which applies to its products and their delivery. The latest technologies were included in the design of this particular solution. Each package bears a QR code to give the user immediate access to online fitting instructions, which equally are included in the inside in printed format. In addition, key specifications such as serial number and barcode are clearly displayed on two sides, one of them will be a removable label.

This packaging project by the automotive equipment supplier for OE and aftermarket filters is being officially presented at the Equip Auto trade fair and will be implemented to the market during the first half of 2014. Other packaging projects are scheduled to be extended to other product groups at a later date. For more information, please visit the company website at www.sogefigroup.com.