

Case **Burda Poland launches plastic free ELLE**

BurdaInternational **PL**

About

Giveaways have long been popular in the publishing world, particularly in children's titles, to enhance appeal and drive sales. However, with the conflict on plastics ongoing, supermarkets, retailers, and other segments are coming under significant pressure to remove single-use plastic wherever possible. With disposable, plastic toys being part of the throw-away culture and seriously harming the environment, publishers are encouraged to source alternative gifts with a longer lifespan.



The Challenge

Whilst changing the gift is one challenge, attaching the gift to the magazine is another hurdle – one which must be overcome to ensure secure transit, handling, and distribution either via subscription or at the kiosk. Paper and Recycling experts have long awaited a radical change to glue, as this is detrimental in the recycling process, often leading to hiccups or dirt spots on the newly recycled paper, degrading its quality. So how to ensure safe delivery of both magazine and giveaway whilst retaining the desirable factor?

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The LEIPA Solution

When Burda with the title “ELLE Poland” launched an issue complete with reusable tote bag giveaway, LEIPA presented an answer with 100% recycled materials. Not only the magazine itself was printed on 100% recycled paper from LEIPA, but also the packaging solution. With the help of a local corrugator, LEIPA's 100% recycled testliner was utilised to make a corrugated box solution: using three different paper grades to make up the finished article. Not only does this solution provide strength, but also a great deal of protection to ensure both magazine and tote bag are in immaculate condition for the consumer.



Burda Poland wanted to provide a 100% recycled and 100% recyclable issue, including paper, packaging and a giveaway – all with 0% plastic. So LEIPA delivered.



Added Value

LEIPA have always insisted that packaging must sell what it protects, and this is exactly what the packaging solution provided; a highly printable coated liner allowed a replication of the title “ELLE Poland” front cover on the box itself. The peek hole allowed the buyer to see the colour of the tote bag whilst not missing out on the characteristic front portrait of the magazine. Furthermore, the clean, non-contaminated box and magazine could both be easily recycled for utilisation in the circular economy many times.

“Thanks to the professional advice and diversity of products, we have found a sustainable solution with LEIPA.”

Darek Jahn, Production Director Burda International Poland