



## **PRESS RELEASE 01.9 / 2021**

### **Humpert strengthens activities in the area of corporate social responsibility**

#### **New ergotec packaging concept launched at Eurobike**

Since the beginning of the year the long-established, family-owned firm of Humpert with its ergotec brand has been even more committed to the issue of sustainability, and to this end has concentrated all its CSR activities in a specially created department.

The company has been environmentally certified in accordance with ISO 14001 for more than 20 years now and, in addition to the ISO 9001 quality management system, will also have a certified ISO 50001 energy management system in place by the end of the year.

In June of this year Humpert was already successfully re-certified as a family-friendly company. Responsibility for the entire supply chain in Asia is handled by the Taiwanese company Humpert Asia International. Intensive personal contact and interaction with regard to production and product requirements is therefore also possible in times of Corona.

#### **Ergotec packaging concept in 3D octagonal design**

At this year's Eurobike trade show ergotec is presenting a new packaging concept for the ever-growing aftermarket for ergonomically sophisticated and practical products.

In developing the ergotec packaging concept, care has been taken to reduce its dimensions to the bare essentials and to use as little packaging material as possible. The red packaging is intended to be an eye-catcher and to present the ergotec articles as a distinctively branded product. The FSC-certified, single-material packaging uses material from sustainable forestry which can be easily recycled as waste paper. The paints and varnishes used in the packaging are dispersion-based and do not affect the recycling process.

Packaging has been created for handlebars, stems and seat posts in a 3D octagonal design. The laminated corrugation used provides a high degree of robustness, so that only one standard perforation is required for placing packages on the sales hooks.

During the implementation of the packaging concept, great attention was paid to ensuring that sales at the POS display can be increased compared to the previous packaging concept.

If additional PE bags are required for the outer packaging as transport protection, these are produced from recycled industrial waste and labelled accordingly.

As with the product packaging, the outer packaging is also FSC certified. Where filling material is used, it is made of recycled paper. The cartons are no longer sealed with plastic adhesive tape as before, but with ergotec adhesive tape made of paper.

In future the ergotec products which are produced in Asia will be shipped to Germany without sales packaging, so that the quantities per container can be significantly increased. In accordance with the new concept the sales packaging will then be added at the company's Wickede/Ruhr site and in the surrounding workshops for the disabled.

The new packaging concept is being implemented step by step.

