



COMBINING E-COMMERCE & SUSTAINABILITY AS OUR NEW B2B BUSINESS MODEL



Variapack.shop

Norman Sterkens
Sales Support & IT Manager



Sarah Snaauwaert
Team Leader Customer Service
E-Commerce Coordinator





Variapack.shop

TOPICS

1. WHO IS VARIAPACK?
2. VARIAPACK THEN VERSUS NOW
3. DIGITALIZATION / E-COMMERCE
4. SUSTAINABILITY





Variapack.shop

BUNZL INTERNATIONAL



- UK plc with headquarters in **London**
- Listed on the **FTSE 100**
- B2B
- Revenue **€ 9.3 billion (2019)**
- Present in **> 30 countries**
- On **4 continents**



VARIAPACK - FIGURES

Revenue	ca. € 33 m	Products in stock	+/- 3,400
Employees	55 FTE	Warehouse deliveries	17,000
Products	+/- 9,000	Direct deliveries	11,000 (70%)
Customers	2,400	Pallets	1,160
Suppliers	200	Pickings / day	529
Storage area	12,000 m ²	Service level	98.8%
Transport	5 trucks + 4 external	Deliveries	68 / day 70% weekly routes 30% 24h deliveries



FSSC 22000



WHAT VARIAPACK DOES

Variapack is an **innovative packaging specialist** that imports and distributes a **wide range** of packaging materials in the **Belux**.

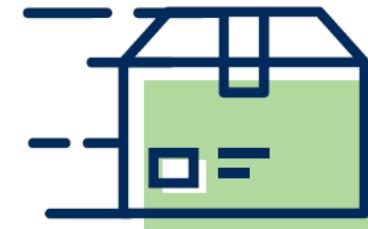
Our Ambition is transforming into a **full fledged Bunzl company** relieving their clients from all non core business needs (including packaging), **digitally driven with sustainability as key**.

FOOD & BEVERAGE PACKAGING



GIFT PACKAGING

PROTECTIVE CLOTHING



E-COMMERCE PACKAGING

CARRIER BAGS



CLEANING & HYGIENE



VARIAPACK IN THE PRESS



<https://www.fokus-online.be/industrie/outsourcing-als-verdediging-tegen-de-crisis/>



VARIAPACK THEN

- Account managers on the road – “*You ask, we provide.*”
- Customer service: order intake & follow-up
- Reactive way of working

VARIAPACK NOW

- Account managers on the road as consultants
 - *How can we unburden our customers as a one-stop-shop?*
- Customer service as a proactive sales unit
- Focus on sustainability and digitalization



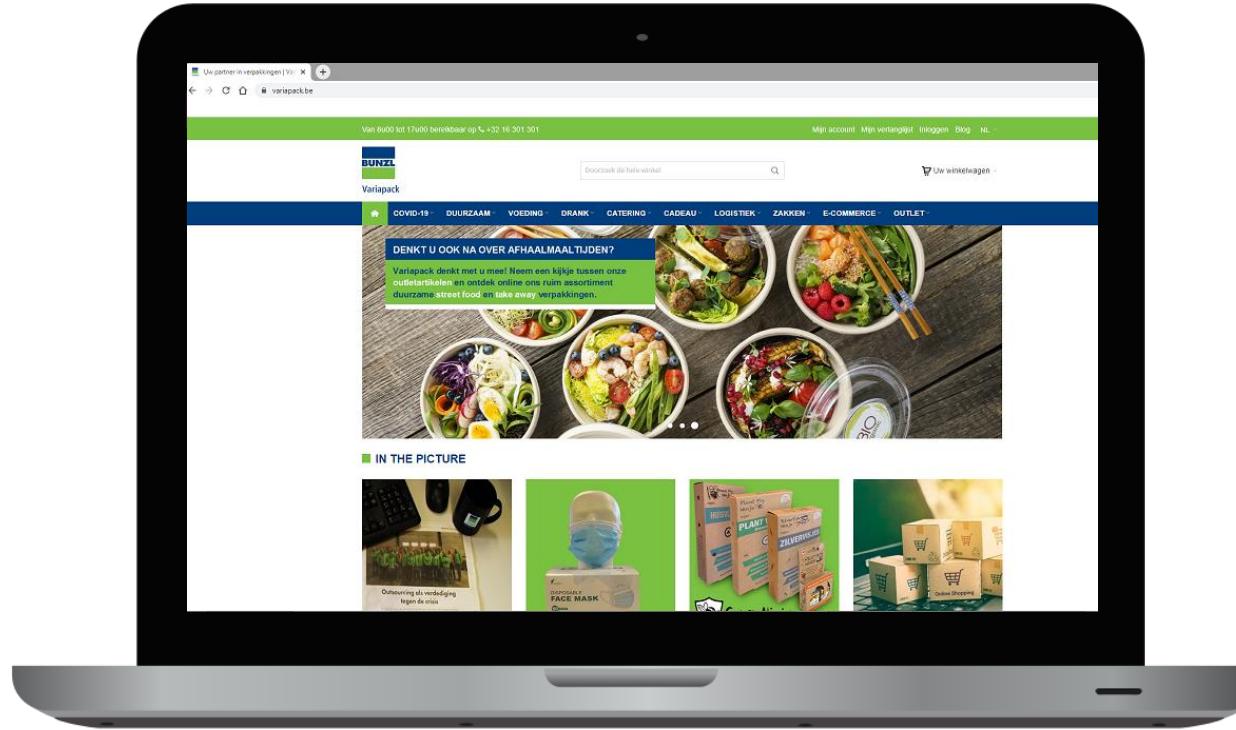
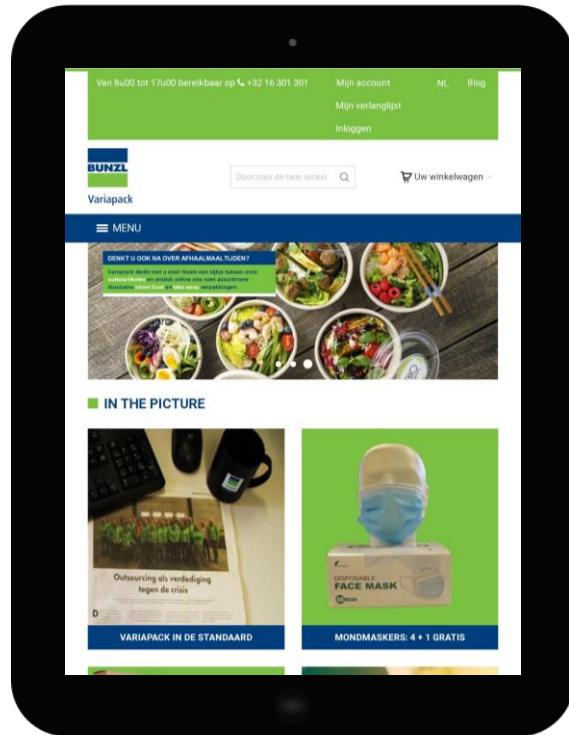
CHALLENGES & OPPORTUNITIES

- Digitalization & eCommerce
- Sustainability
- COVID-19





DIGITALIZATION & E-COMMERCE





DIGITALIZATION

- Opportunity = Automated O2C-process
- 3 TYPES OF AUTOMATED O2C-PROCESS
 - (FULL-)EDI
 - STRUCTURED FILES (EX. XML, CSV, PDF, ...)
 - VARIAPACK.SHOP
- DECISION FLOW TO CHOOSE BEST OPTION PER CUSTOMER

SOME FIGURES AFTER 18 MONTHS

	EDI / Structured files	Variapack.shop
% of Total Sales	+/- 30%	+/- 15%
% of # orders	+/- 13%	+/- 26%
% of # orderlines	+/- 35%	+/- 25%



VARIAPACK.SHOP

- 2 external partners

- Magento 2.3

- Online marketing

➤ WEBSHOP

- +/- 5.500 products

- 10 product categories with subcategories

Van 8u00 tot 17u00 bereikbaar op +32 16 301 301

Mijn account Mijn verlanglijst Info

BUNZL

Variapack

Doorzoek de hele winkel

COVID-19 **DUURZAAM** **VOEDING** **DRANK** **CATERING** **CADEAU** **LOGISTIEK** **ZAKKEN** **E-COMMERCE** **OUTLET**

BEKERS

- Warme dranken
- Koude dranken
- Toebehoren

BORDEN EN BESTEK

- Borden
- Bestek
- Kommetjes
- Apero & dessert

STREET FOOD & TAKE AWAY VERPAKKINGEN

- Take Away Box
- Hamburger Box
- Bakje

LOGISTIEK

- Tape en toebehoren
- Palletiseren & zekeren
- Beschermen en opvullen



VARIAPACK.SHOP = SALES TOOL

- PRODUCT INFO ONLINE
- RELATED ITEMS
- (SUSTAINABLE) ALTERNATIVES
- PICTURES & VIDEOS
- AVAILABILITY
- DATASHEETS, CERTIFICATES, ...



Container karton kraft/PP STAGIONE 173x120x75mm 1000ml



Meer informatie

Barcode	05012873019183
Materiaal	Karton, Papier
Afmetingen	173 x 120 x 75 mm, 1000 ml
Lengte	38 cm
Breedte	35,5 cm
Hoogte	39,7 cm
Gewicht	7,03 kg
Verpakking	300 ST/DOOS
Aantal per palletlaag	4
Aantal per pallet	40

Container karton kraft/PP STAGIONE 173x120x75mm 1000ml

SKU: 61610041

OP VOORRAAD - Bestel voor 11u00 en uw bestelling wordt vandaag nog verzonden.

€ 119,99 Excl. BTW

Aantal

1



In Winkelwagen



Voeg toe aan verlanglijst



Toevoegen om te vergelijken



E-mail

Gerelateerde producten

	Deksel karton IP 205x2mm met uitsparing voor 3700ml container - LFRHM130 € 35,92 Excl. BTW
	Container karton 88x95x101mm 750ml flaps PASTA - TAC26PASTANA € 107,92 Excl. BTW
	Portion cup bagasse naturel 60ml € 133,73 Excl. BTW



VARIAPACK.SHOP = SALES TOOL

➤ WISHLISTS/FAVORITES

Enter a new wishlist name here [Create Wishlist](#)

Hoofd (0) Duurzame producten (3) Labels (1) Persoonlijk (1)

Verlanglijst: Duurzame producten [Hernoem](#) [Remove Wishlist](#)

Alles selecteren

 Herbruikbaar glas PP FROST-FLEX 80x107mm 355ml C&C
sku: 75010008
Opmerking

€ 109,91 Aantal [In Winkelwagen](#)

 Snackpack 100x70x40 mm kraft bruin
sku: ECOSNACKPACK 1 A7
Opmerking

€ 109,91 Aantal [In Winkelwagen](#)

➤ INTERACTIVE PDF CATALOG CREATOR



Home > E-commerce > Premium verzendverpakkingen

Verzendverpakkingen voor webshops

Als webshop wil je dat jouw producten ongeschonden bij de klant aankomen. De verzendverpakking speelt daarbij een cruciale rol! Onze zelfklevende kartonnen enveloppen en verzenddozen dragen zorg voor de inhoud van jouw pakketjes. Ontdek ook zeker onze stevige boekverpakkingen!

Verzenddozen voor flessen

[+ Lees meer](#)

[Selectie verfijnen](#)

[Print catalogus](#)



SUSTAINABILITY



BUNZL BELIEVE



Taking care of your everyday non-food essentials using sustainability as a fundamental principle



SINGLE USE PLASTICS → SUP2021 DIRECTIVE



PLATES



CUTLERY



STRAWS



STIRRERS



EPS TAKE AWAY PACKAGING



SUSTAINABLE ALTERNATIVES



WOOD



BAMBOO



SUGARCANE PULP



PALM LEAF



STARCH



PLA



CARDBOARD



RPET



Variapack.shop

SUGARCANE PULP (BAGASSE)





CASE – FRUIT BAGS

Meer informatie

Barcode 05420040320923

Materiaal Karton, Papier

Afmetingen 210 x 110 x 380 mm

Lengte 40,5 cm

Breedte 23 cm

Hoogte 31 cm

Gewicht 11,05 kg

Dikte 40g/m²

Verpakking 1000 ST/VERP

Aantal per palletlaag 7

Aantal per pallet 54

Kleur Bruin

Believe Renewable resources, Begreen

Fost Plus Type 002 - Papier - karton (≥ 85%)

Supplement Fost Plus € 0,64





SUSTAINABILITY → HOW?

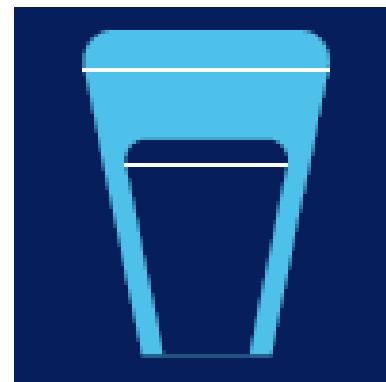
Variapack.shop

➤ Bunzl Believe Roadmap

Refuse



Reduce



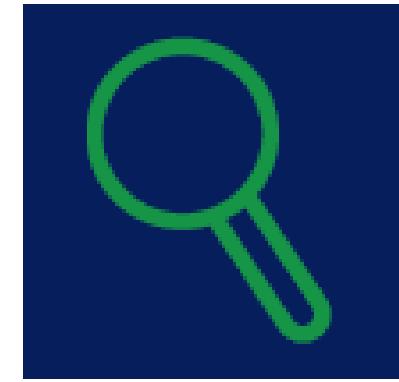
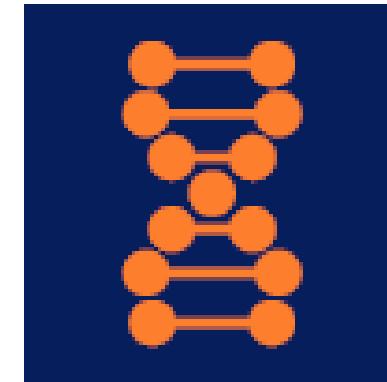
Re-use



Resources

- Recycled
- Renewable

Review





SUSTAINABILITY → HOW?

- Category “Sustainable” on webshop
- Begreen logo on sustainable items
- “Sustainable” is more than compostable (storytelling)
- Internal tool to analyze and monitor ‘sustainable issues’ per customer



BUNZL
Variapack

Doorzoek de hele winkel

[COVID-19](#) [DUURZAAM](#) [VOEDING](#) [DRANK](#) [CATERING](#) [CADEAU](#) [LOGISTIEK](#) [ZAKKEN](#) [E-COMMERCE](#) [OUTLET](#)

BEKERS
➤ Warme dranken
➤ Koude dranken
➤ Toebehoren

BORDEN EN BESTEK
➤ Borden
➤ Bestek
➤ Kommetjes
➤ Apero & dessert

STREET FOOD & TAKE AWAY VERPAKKINGEN
➤ Take Away Box
➤ Hamburger Box
➤ Bakje
➤ Food Box
➤ Salad Box
➤ Sleeve Tortilla
➤ Combi Salad Box
➤ Combi Multi-Food Box
➤ Schotels
➤ Multi-Food Box
➤ Sushi
➤ Zakje

LOGISTIEK
➤ Tape en toebehoren
➤ Palletiseren & zekeren
➤ Beschermen en opvullen



Rietjes Buigzaam papier BRUIN
(kraft) 22cm/5,8mm

79100007

OP VOORRAAD



Rietjes Buigzaam papier ZWART
22cm/5,8mm

79100006

OP VOORRAAD