

# THE SAFESHOPS AWARDS **XXL**

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



**Variapack.shop**



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# TOPICS

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



# BUNZL INTERNATIONAL

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



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## 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 <sup>2</sup>	Service level	98.8%
Transport	5 trucks + 4 external	Deliveries	68 / day 70% weekly routes 30% 24h deliveries



**FSSC 22000**



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## WHAT VARIAPACK DOES

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*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



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## VARIAPACK IN THE PRESS



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



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## VARIAPACK THEN

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

## VARIAPACK NOW

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- 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





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# CHALLENGES & OPPORTUNITIES

- Digitalization & eCommerce
- Sustainability
- COVID-19

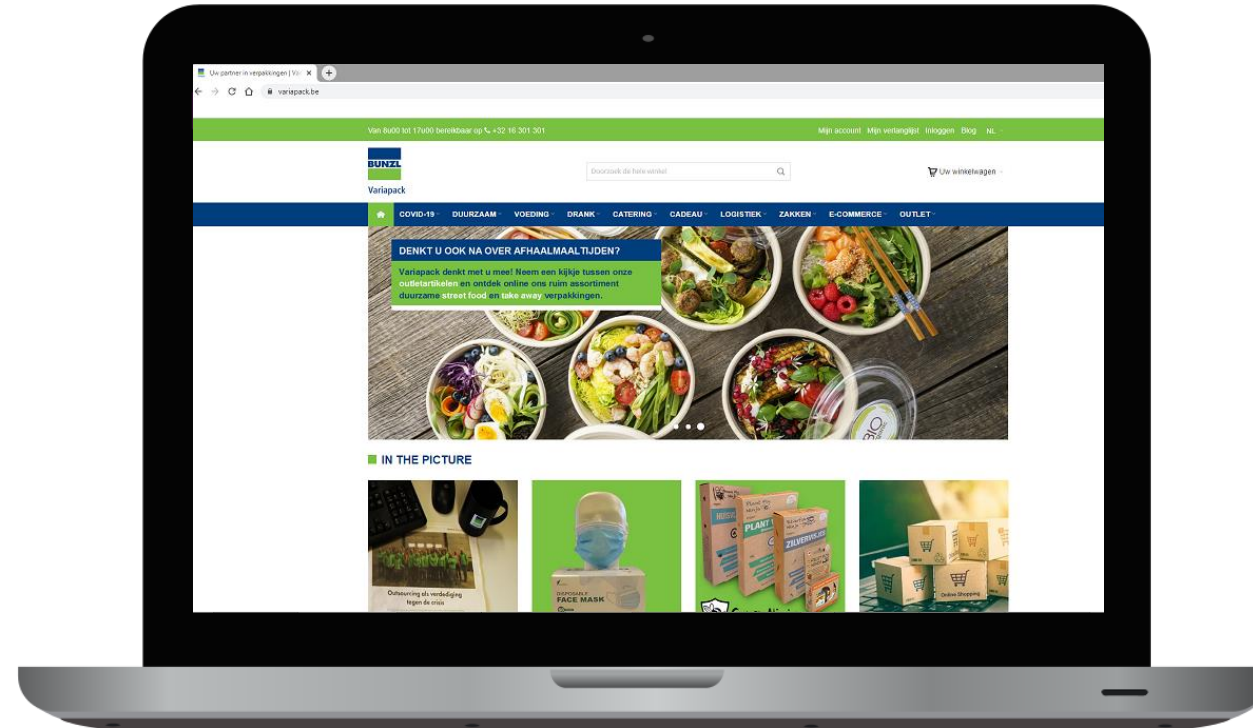
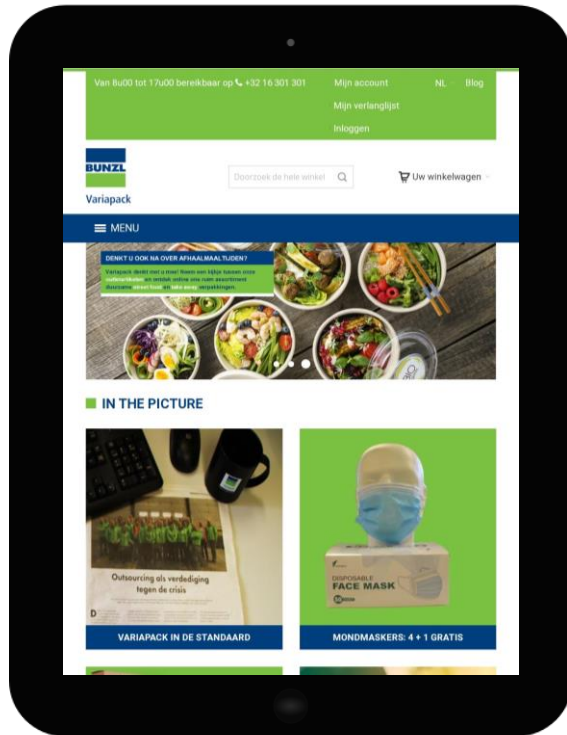




# DIGITALIZATION & E-COMMERCE



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## DIGITALIZATION

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- 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

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



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## VARIAPACK.SHOP

### ➤ 2 external partners

➤ Magento 2.3

➤ Online marketing

### ➤ WEBSHOP

➤ +/- 5.500 products


➤ 10 product categories with subcategories

elwings


yappa®












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

Mijn account Mijn verlanglijst Inlog



Variapack



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

**BEKERS**

- Warme dranken
- Koude dranken
- Toebehoren

**BORDEN EN BESTEK**

- Borden
- Bestek
- Kommetjes
- Aperó & dessert

**STREET FOOD & TAKE AWAY VERPAKKINGEN**

- Take Away Box
- Hamburger Box
- Bakie

**LOGISTIEK**

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



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# VARIAPACK.SHOP = SALES TOOL

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

Home > Duurzaam > Street Food & Take Away verpakkingen > Voeding > Street Food & Take Away verpakkingen > Foodcontainers > Bakje met deksel > Container karton kraft/PP STAGIONE 173x120x75mm 1000ml

## 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



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

### 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



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# VARIAPACK.SHOP = SALES TOOL

## ➤ WISHLISTS/FAVORITES


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


€ 109,91

Aantal

1

In Winkelwagen

☐



Snackpack 100x70x40 mm kraft bruin

sku: ECOSNACKPACK 1 A7

## ➤ 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 [verzendozen](#) dragen zorg voor de inhoud van jouw pakketjes. Ontdek ook zeker onze [stevige boekverpakkingen](#)!

Verzendozen voor flessen

+ [Lees meer](#)

Selectie verfijnen

[Print catalogus](#)



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# SUSTAINABILITY





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

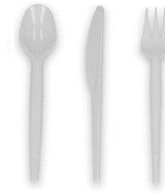


## SINGLE USE PLASTICS → SUP2021 DIRECTIVE

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**PLATES**



**CUTLERY**



**STRAWS**



**STIRRERS**



**EPS TAKE AWAY PACKAGING**



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# SUSTAINABLE ALTERNATIVES

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**WOOD**



**BAMBOO**



**SUGARCANE PULP**



**PALM LEAF**



**STARCH**



**PLA**



**CARDBOARD**



**RPET**



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## 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/m <sup>2</sup>
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?

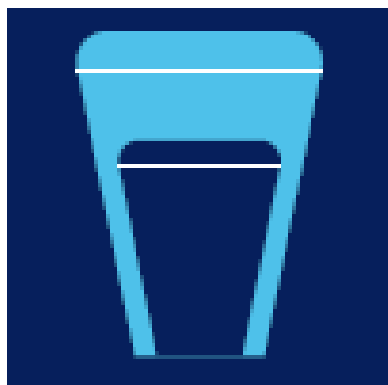
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### ➤ Bunzl Believe Roadmap

**Refuse**



**Reduce**

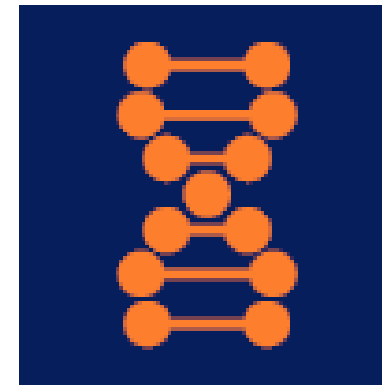


**Re-use**



**Resources**

- Recycled
- Renewable



**Review**



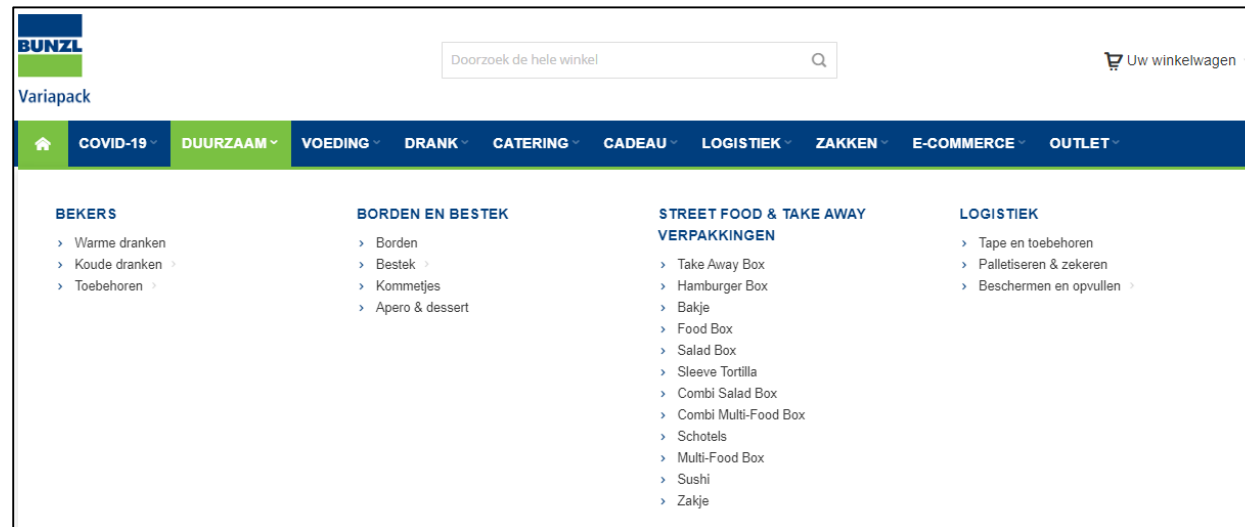




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## SUSTAINABILITY → HOW?

- 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



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

79100007

OP VOORRAAD



Rietjes Buigzaam papier ZWART  
22cm/5,8mm

79100006

OP VOORRAAD