



## MASTERCLASS SERIES



21. 9. 2021, 17:00 (CEST)

# EVERYTHING YOU NEED TO KNOW ABOUT SUSTAINABLE PACKAGING FOR THE PEAK SEASON



**Sinem Yazici**

Strategy & Partnerships  
Lead at byrd



**Magda Sowierszenko**  
Head of Communications  
at Packhelp

byrd

x



Packhelp

**EVERYTHING YOU NEED TO  
KNOW ABOUT SUSTAINABLE  
PACKAGING FOR THE PEAK  
SEASON**



## **Magda Sowierszenko**

Head of Communications at Packhelp

Magda Sowierszenko is the Head of Communications at Packhelp and she oversees the company's global public outreach, brand partnerships, and external communication. She's also a Co-Founder of Remote-how, an educational platform for remote and hybrid companies.



## **Sinem Yazici**

Strategy & Partnerships Lead at byrd

Sinem with more than 10 years of experience is leading Partnerships and Strategy at byrd, and recently transitioning to Chief of Staff role. She is a tech enthusiast with demonstrated experience in international companies like Microsoft, working on global projects.

## About Packhelp

Packhelp is an online marketplace for custom packaging. We help all types of companies make better and more sustainable choices. More than 35.000 brands from all over Europe have already chosen Packhelp as a packaging partner.

[www.packhelp.com](https://www.packhelp.com)



## About byrd

We are a tech-driven third-party logistics and fulfillment company that provides scalable fulfillment services for e-commerce businesses and fast-growing d2c (direct-to-consumer) brands. From warehousing, pick and packing, delivery, and returns management, we take care of the whole fulfillment process for online shops. We aim to become the #1 European e-commerce fulfillment provider, by enabling our customers to access our pan-European fulfillment network and manage their whole fulfillment with our cloud-based all-in-one tool.

[www.getbyrd.com](https://www.getbyrd.com)



# AGENDA

## 1. SUSTAINABILITY AT PACKHELP

- Best practices for sustainable packaging
- Practical examples for sustainable packaging

## 3. ASK ME ANYTHING

## 4. Q&A

# PACKHELP X SUSTAINABILITY

**Magda Sowierszenko**  
Head of Communications at Packhelp



## Product portfolio

We have introduced a more sustainable alternative to each existing product in our range. In 2020, 92% of all our packaging items sold were recyclable.



## Partnership with One-Tree-Planted

Our customers get a chance to plant trees worldwide thanks to our alliance with [One Tree Planted](#). It's a non-profit environmental charity on the mission of global reforestation.



## Educating our customers

All product pages showcase their [eco-properties](#). There are various elements of the product, its creation and end-of-life possibilities.





# Becoming sustainable business is a journey.

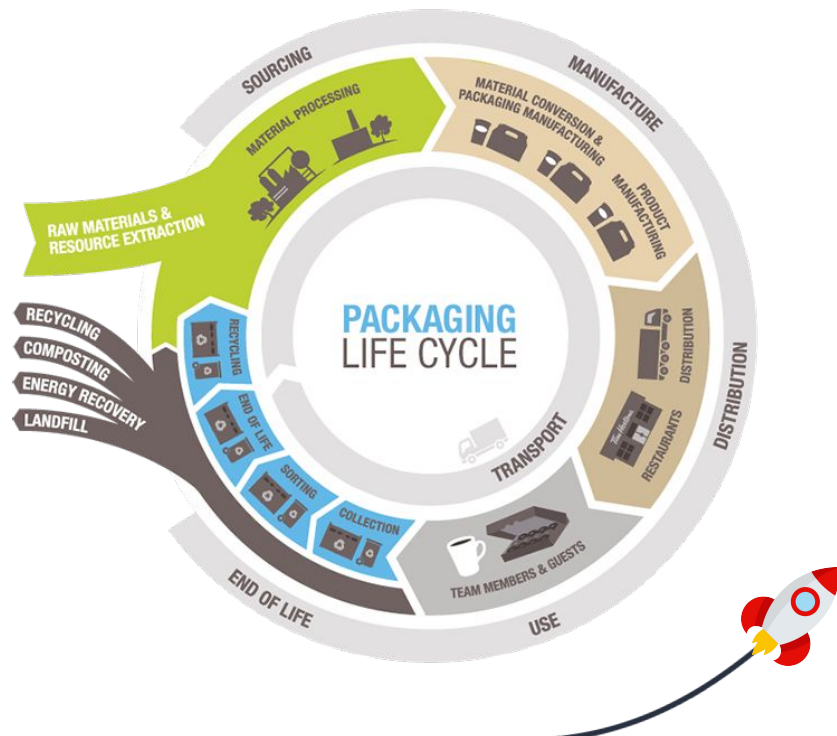


# SUSTAINABLE PACKAGING

**Magda Sowierszenko**  
Head of Communications at Packhelp



- Use fewer materials
- Sourcing sustainable materials e.g. recycled content
- Finding multiple uses for your packaging
- Improving practices, i.e. delivery, storage, waste disposal
- Share your eco-friendly approach with your customers



# TWO PATHS TO SUSTAINABILITY

**Magda Sowierszenko**  
Head of Communications at Packhelp



Use ready eco-friendly packaging solutions



Create custom-made eco-friendly packaging solutions



# POPULAR OPTIONS



**Magda Sowierszenko**  
Head of Communications at Packhelp



**Mailer boxes**



**Bio poly mailers**



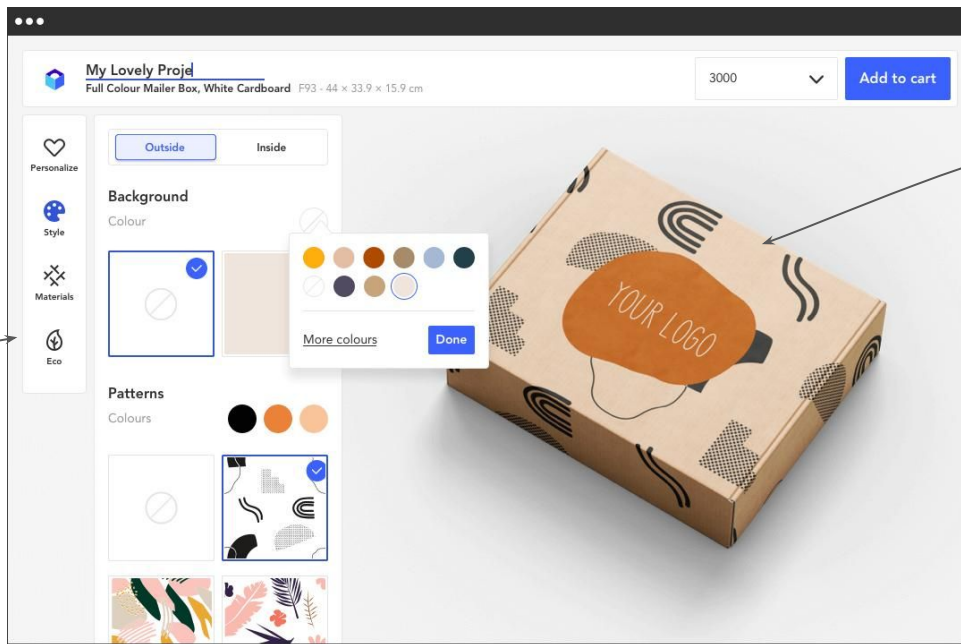
**Kraft tapes**



# OUR VIRTUAL EDITOR



**Magda Sowierszenko**  
Head of Communications at Packhelp



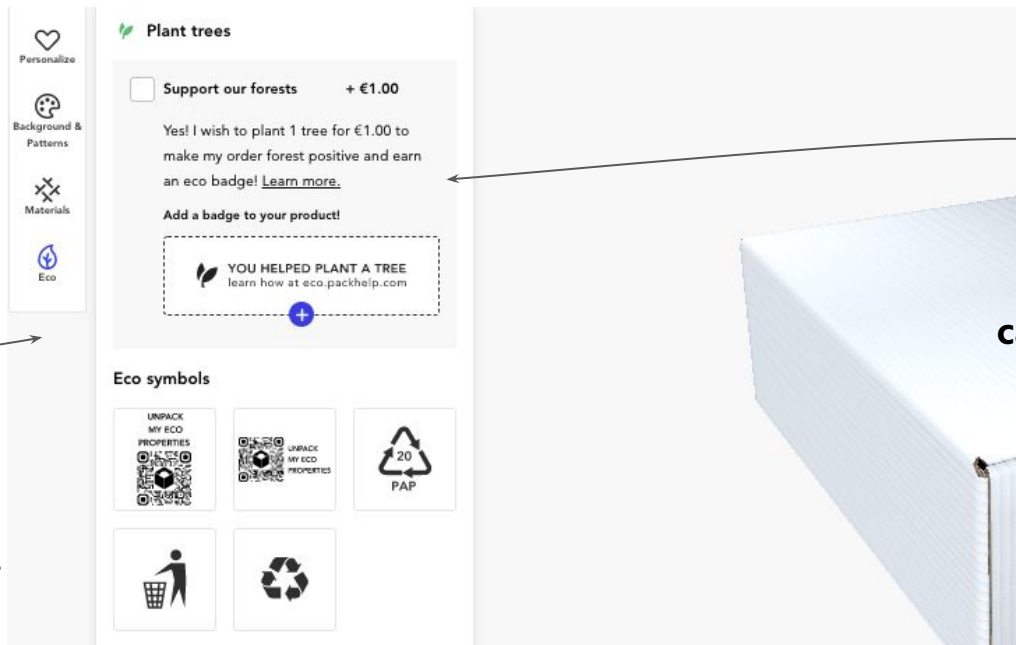
**Customization  
features**

**Instant preview  
of your design**

# OUR VIRTUAL EDITOR



**Magda Sowierszenko**  
Head of Communications at Packhelp



**With each order you  
can plant tree with *One  
Tree Planted***

**Symbols that help to  
educate customers e.g.  
on how to recycle**

# TAILOR-MADE PACKAGING



**Magda Sowierszenko**  
Head of Communications at Packhelp



**Your KAYA: space optimization, designed to be re-used**



# TAILOR-MADE PACKAGING



**Magda Sowierszenko**  
Head of Communications at Packhelp



**Psi Bufet: recycled cardboard organic honeycomb used**



# TAILOR-MADE PACKAGING



**Magda Sowierszenko**  
Head of Communications at Packhelp



**Hemp Juice: use of recycled materials and natural ink**



**It doesn't matter where you start to take  
action as a business; just that you start.**



ANNA

# ASK ME ANYTHING

1. When to order different packaging supplies so they arrive timely?
2. How can I limit the negative impact on the environment through sustainable packaging?
3. How can I create a unique unboxing experience for the Holiday Season (and beyond?)
4. Should I change my packaging design entirely for the Holiday Season?
5. How other businesses are approaching packaging in the peak season?

**Magda Sowierszenko**  
Head of Communications at Packhelp



**Sinem Yazici**  
Strategy & Partnerships Lead at byrd



Q&A

# UPCOMING...

 **MASTERCLASS SERIES**  28. 9. 2021, 17:00 (CEST)

**SECURE SUFFICIENT STOCK LEVELS AND REALISE YOUR GROWTH POTENTIAL**



  
**Dominika Basak**  
Partnerships Manager  
at Uncapped

  
**Sinem Yazici**  
Strategy & Partnerships  
Lead at byrd

  
**Jamie Whitcroft**  
Strategic Partnerships  
Manager at Uncapped

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## Secure sufficient stock levels and realise your growth potential

*Date: 28. 09. 2021 at 17:00 (CEST)*

If Black Friday, Cyber Monday, and Christmas are exciting times of the year, especially in terms of sales for online retailers, it is also a very stressful period. While orders increase a lot, you need to keep the situation under control and secure sufficient stock levels for your customers to maximize satisfaction and of course, benefit from peak season to realise your growth potential.

**THANK YOU**

**[www.getbyrd.com](http://www.getbyrd.com)**