

Sustainable Packaging with a Major Impact

The packaging makes the first impression. When customers, distributors and installers receive a delivery from R&M, they first see the packaging and then the valuable contents. Packaging plays a key role in delivery

Packaging of all kinds is one of the greatest stress factors for the environment, climate, habitats and raw material resources, especially if it is not disposed of properly.

At the same time, cardboard packaging and plastics are indispensable for industry and retail. Products need the right packaging to ensure they arrive at their destination undamaged.

In addition to protective functions and handling, a holistic packaging strategy also includes sustainability. With the right measures, raw materials can be saved, the carbon footprint reduced and waste avoided.

Key for customers

It is also becoming increasingly apparent that customers prefer packaging with a recognizable, tangible and proven environmental friendliness. The packaging itself becomes an ambassador for the sustainability of a provider and thus a decisive competitive factor.

A future-oriented, well-thought-out and resource-saving packaging concept is currently one of the most important sustainability projects at R&M. Materials, processes and pilot models have been tested over the past year and a half. R&M customers are now benefiting from

the result. In other words: They are increasingly holding environmentally friendly R&M packaging in their hands.

Start with copper products

At present, R&M is launching the «smart cardboard boxes» worldwide. This is new packaging for copper products such as connectors and patch cords. The smart cardboard boxes are made exclusively from recycled material.

The cardboard and outer packaging have been significantly decreased in size. This reduces the amount of packaging and the transport volume. Important packaging properties such as shock, dust and moisture protection are retained.

The smart cardboard boxes are sealed with paper tape. R&M will gradually dispense with plastic adhesive tapes. Physical adhesive labels will also no longer exist. If possible, logistics and product information is printed directly on the boxes. The new system is part of the «Connecting Circularity» sustainability pillar with a focus on the circular economy. The rollout began last December at the plant in Poland, the center of excellence for copper products.

It will be continued successively at the plants in Bulgaria, India,

China and the Middle East. R&M is planning to introduce the system for delivery companies as well.

Replacement for plastic bags

In the near future, plastic bags and flowpack will also be replaced by paper bags made from waste paper and partially recycled plastic. In addition, paper dust caps and the paper adhesive tapes mentioned are to become the norm.

R&M will gradually implement these and other measures globally. By 2030, 80 % of the plastics in packaging are to be replaced by recycled or naturally biodegradable materials.



The ecological balance sheet of the new packaging system results in the following figures:

- The volume of cardboard, paper and plastic waste will decrease by more than 100 tons in 2026
- This corresponds to 180 tons fewer CO2 emissions (CO2e)
- In addition, the transport volume and the number of transports will be reduced, which will lead to a further CO2 reduction of around 150 tons



R&M is introducing the «Smart Cardboard Boxes» worldwide, made exclusively from recycled material.



Packaging advantage of single packed 20pcs. version with convenient dispenser function.



Packaging advantage of bulk packed 12pcs., 100pcs. bulk version => environmentally friendly, project related optimized with quick access.