



PRESS RELEASE

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KarTent and Smurfit Kappa win prestigious global product design award for ground-breaking eco-friendly tent

KarTent and Smurfit Kappa have been recognised for their innovation in product design at the internationally-renowned Red Dot Awards for a pioneering cardboard tent. Selected over entries from more than 40 countries, the eco-friendly product – the KarTent – sits alongside previous winners including Apple, Dyson, Rolls-Royce and Samsonite.

KarTent was invented by two young Dutch entrepreneurs who spotted a growing tendency by festival goers to abandon their tents at the end of the event, creating an enormous waste pile of mostly unrecyclable material. As the worldwide leader in paper-based packaging, Smurfit Kappa was able to help the pair turn their vision into reality by creating a 100% cardboard tent that is both eco-friendly and convenient.

Due to its effective design and use of materials, the cardboard structure is able to absorb up to 400% of its own weight in water and can retain its integrity even in wet conditions, as was proved at some very rainy events last year. It is more energy-efficient in production, emitting just half the amount of carbon dioxide of a traditional tent, and is completely recyclable after use.

Jan Portheine, co-founder of KarTent, said: “Being passionate about both music and the environment, I wanted to find a way to make the festival experience more eco-friendly. Working with Smurfit Kappa made it possible to achieve an impossible mission - being able to produce such a unique product. We could never have unlocked the full potential of KarTent without Smurfit Kappa’s input and we’re very proud to see our creation recognised by Red Dot.”

Arco Berkenbosch, Vice President of Innovation and Development, Smurfit Kappa said: “Red Dot recognises the very best in design so we are honoured that this collaboration has won one of their prestigious product awards. It’s a welcome addition to the six Red Dot Communications Design Awards we’re proud to have already won. Finding solutions to complex challenges is an opportunity we relish at Smurfit Kappa and the KarTent is a prime example of how innovation and sustainability can work together to create something truly exceptional. The team in our Van Dam Plant really enjoys working with KarTent on this product.”

This is the seventh time Smurfit Kappa has been recognised by Red Dot, having won six Communications Design Awards in the last two years. This year’s winner, the KarTent, will be on display at the Red Dot Design Museum in Essen, Germany, amongst a host of other cutting-edge designs.



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KarTent

KarTent, an Amsterdam-based startup was founded in 2015 by Jan Portheine and Wout Kommer. In that year the first pilot run lead to a sale of 400 KarTents in the Netherlands. The following year 8,500 KarTents were sold in over 7 countries and an extra cardboard product was launched, the KarTent Junior.

Now KarTent is active in over 15 countries with the ambition to be able to offer an eco-friendly camping solution globally within two years. With the possibility to produce locally this is a realistic goal. The possibility of expanding to other market segments is being looked at such as indoor events, corporate events, weddings but also in crisis situations.

Follow KarTent on LinkedIn, Twitter or Facebook.



www.kartent.com

About Smurfit Kappa

Smurfit Kappa, a FTSE 100 company, is one of the leading providers of paper-based packaging solutions in the world, with around 45,000 employees in approximately 370 production sites across 34 countries and with revenue of €8.2 billion in 2016. We are located in 21 countries in Europe, and 13 in the Americas. We are the only large-scale pan-regional player in Latin America.

With our proactive team we relentlessly use our extensive experience and expertise, supported by our scale, to open up opportunities for our customers. We collaborate with forward-thinking customers by sharing superior product knowledge, market understanding and insights in packaging trends to ensure business success in their markets. We have an unrivalled portfolio of paper-packaging solutions, which is constantly updated with our market-leading innovations. This is enhanced through the benefits of our integration, with optimal paper design, logistics, timeliness of service, and our packaging plants sourcing most of their raw materials from our own paper mills.

Our products, which are 100% renewable and produced sustainably, improve the environmental footprint of our customers.

Follow us on Twitter at @smurfitkappa and on LinkedIn at 'Smurfit Kappa'.

www.smurfitkappa.com

About the Red Dot Design Awards

Dating back to 1955, the Red Dot Design Awards are recognised internationally as one of the most sought-after quality marks for good design. There are three categories of award: Product Design, Communication Design and Design Concept.

The 2017 winners were chosen by a jury of industry experts during an extensive evaluation and appraisal process lasting several days. The jury consists of well-known designers as well as respected professors and journalists in the design industry.

Award winners will be honoured on July 3rd at the Red Dot Gala in Essen, Germany.

en.red-dot.org