



WESTWING

# WESTWING ADVANCES SUSTAINABILITY

Holistic transformation to more sustainable solutions

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MUNICH, XX JUNE 2025.

Westwing, Europe's #1 in Beautiful Living e-commerce, is continuing its commitment to sustainability with a comprehensive transformation of its packaging strategy.

By rethinking materials and processes across both product packaging and logistics, the company is taking clear, measurable steps to reduce waste, minimise virgin plastics, and phase out single-use plastics. The focus: more circular, resource-efficient solutions that prioritise recycled and paper-based materials, while maintaining the high standards of product protection and brand experience.

*"Packaging is a significant part of the customer experience and a clear expression of our brand values," says Erasmia Kitou, Director Corporate Sustainability at Westwing. "This transformation is not a one-off project, but part of our ongoing commitment to making sustainability a core part of how we operate, design, and deliver."*

#### **Westwing's packaging transformation supports ambitious sustainability goals:**

- 100% recycled paper packaging by 2025 at the logistics centre (2024: 99%)
- Over 90% recycled content in plastic packaging at the logistics centre (2024: 98%)
- 40% reduction in plastic packaging per item shipped by 2027 (vs. 2022 baseline) (2024: Reduced by 35%)
- Over 90% of packaging waste at the logistics centre to be reused, recovered, or recycled (2024: 100%)

As part of this transformation, Westwing has updated the packaging of its own-brand Westwing Collection products by closely collaborating with its suppliers. The new approach focused on using more sustainable materials without compromising on design or functionality. Polybags and protective foils now contain at least 60% recycled content,

and FSC®-certified paper packaging has been rolled out more widely. Virgin plastic tapes and conventional fitting bags have been either replaced with recycled alternatives or substituted entirely with paper-based versions.

Additional changes have included replacing satin textile ribbons with recyclable paper belts for soft goods, and redesigning the red plastic or textile strings used in fitting bags with a newly developed paper cord - maintaining practical use while reducing plastic consumption.

As Westwing continues to grow and evolve as a brand, the company introduced a refreshed shipping box design that reflects its updated visual identity while supporting its sustainability goals. Made entirely from recycled materials and carefully developed over multiple design rounds, the new packaging combines improved brand expression with reduced environmental impact – offering a more cohesive and responsible unboxing experience.

Larger orders arrive in fanfold boxes made entirely from recycled materials, featuring a natural brown finish and the brand's signature ocean wave sticker. Across all sizes, white-coated packaging has been replaced with kraft paper and refined printed branding - creating a more sustainable, cost-efficient, and visually distinctive packaging style.

Westwing also implemented major changes in its logistics processes to reduce environmental impact. By the end of 2024, the company had fully phased out foam-based packaging in favour of paper-based alternatives. Foam sheets have been replaced with recycled paper, while cushioning for chairs is now created from repurposed supplier box waste. Virgin plastic fillers have also been replaced with recycled versions.

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Further measures included shredding inbound supplier boxes to create internal cushioning, and introducing loose loading - stacking parcels directly in containers without plastic-wrapped pallets - significantly reducing foil usage. Where stretch foil remains essential, a thinner version is now used, cutting foil weight per pallet by 30–40%. A new strapping machine has also enabled the switch from virgin stretch foil to recycled PET straps.

With this holistic packaging strategy, Westwing is strengthening its commitment to responsible business practices - combining innovation, operational excellence, and a premium brand experience to shape a more beautiful and conscious way of living.

## About Westwing

Westwing, Europe's #1 in Beautiful Living e-commerce, is present in 18 European countries and achieved a GMV (Gross Merchandise Volume) of EUR 497 million in 2024. As Europe's premium one-stop destination for Design Lovers, it offers a unique brand experience with a carefully curated assortment of the Westwing Collection and 3rd party design brands. The integrated platform combines Shop, Daily Specials, Stores, the B2B Service (Westwing Business) and the Westwing Design Service. Westwing's team works together on its shared purpose to "Excite people to create homes that unlock the full beauty of life". Founded in 2011, Westwing is headquartered in Munich and went public on the Frankfurt Stock Exchange in October 2018.