

# MediaMarkt Case

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**capsa 2<sup>in1</sup>**®

**MediaMarkt Case Study  
with the Reusable  
Capsa 2in1® box:**

Towards Efficient and Sustainable Logistics.

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# 1. Introduction

## More Efficiency, Less Impact: Discover the Power of Reuse in Logistics

Is your company's logistics process filled with frequent shipments between the same locations? **Many companies ship regularly between their own facilities or their usual suppliers.** This repetitive pattern offers a valuable opportunity to optimize your logistics and reduce environmental impact.

With Capsa 2in1® reusable boxes, you can turn these regular **shipments into a circular system, cutting down on waste, reducing costs, and increasing safety during transport.**



**Discover how  
MediaMarkt  
implemented more  
sustainable, efficient,  
and cost-effective  
logistics using the  
Capsa 2in1® reusable  
cardboard box.**



## 2. The Better Way Program

### MediaMarkt's Commitment to Sustainability

MediaMarkt, Europe's leading consumer electronics retailer, has grown to become a sector benchmark since its arrival in Spain in 1991, now boasting 110 physical stores. The company is deeply committed to sustainability through its "**Better Way**" program, which targets climate neutrality.



**Its repair, refurbishment, and buy-back services emphasize circular economy principles, aimed at extending the useful life of products.** MediaMarkt has prioritized reducing the use of consumables, particularly cardboard boxes, in its repair service, "Service Pro 360," aligning this with their sustainability and operational efficiency goals.



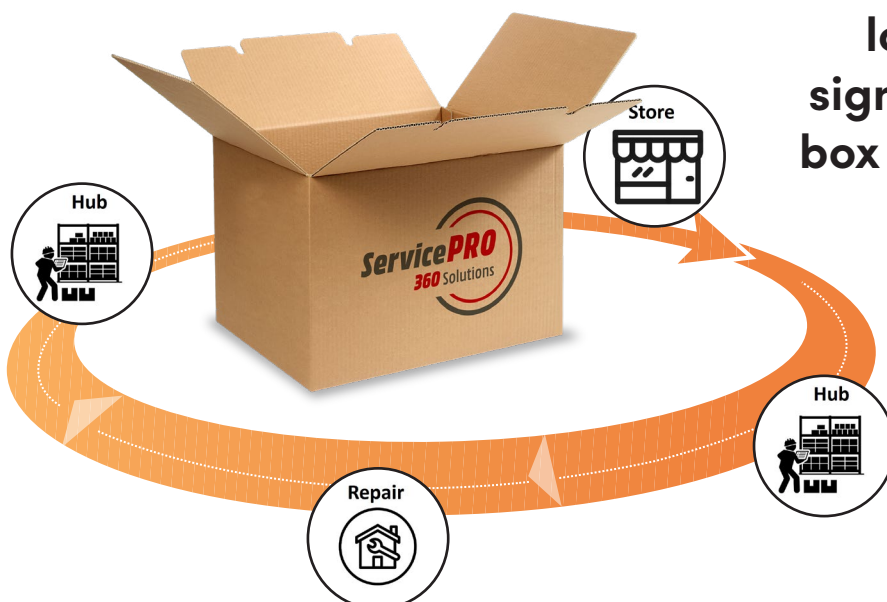
### 3. Service Pro 360 Repair Service

## Implementing the Capsa 2in1<sup>®</sup> Box in MediaMarkt's Logistics

MediaMarkt's "Service Pro 360" repair service manages repairs for various electronic devices—from smartphones to household appliances. **Products are first sent to the logistics hub in Madrid, where they are sorted and sent to a network of repair workshops. Once repaired, the products return to the hub and are redistributed to the stores of origin.**

Previously, this round-trip system resulted in the **excessive use of single-use cardboard boxes**, generating large amounts of waste. This practice was against MediaMarkt's sustainability goals.

**Capsa 2in1<sup>®</sup> reusable boxes became the key solution, creating a complete logistics cycle that significantly reduced box consumption and aligned with the company's sustainability objectives.**



## 4. Results of the Success Story

### Sustainability and Safety in Every Shipment: Reused at Least 6 Times, 43% Less Breakage

Thanks to Capsa 2in1<sup>®</sup>'s implementation in MediaMarkt's logistics circuit, the company achieved substantial benefits:



- **Reusability:** Each Capsa 2in1<sup>®</sup> box is reused at least 6 times, often reaching 10 to 12 reuses.



- **Safety and Security:** The Capsa 2in1<sup>®</sup> box significantly reduced product damage during transport, decreasing breakage by 43%. This is especially crucial for fragile, high-value technology products.



- **Cost and Space Savings:** Reusing boxes reduced procurement costs and minimized the storage space needed for conventional single-use boxes.







- **Less Waste, Lower Recycling Costs:** Box reuse cut waste generation and reduced costs, and management related to cardboard recycling.



- **Logistical Efficiency:** Capsa 2in1® boxes can be assembled in less than a second, reducing the need for adhesive tape and speeding up order preparation at every stage of logistics.



- **Ease for Staff:**

The box's intuitive design makes it easier for staff to assemble and handle, improving their efficiency and comfort.



## 5. Discover Capsa Packaging

### Innovation for **Functionality** and **Sustainability**



#### **With 25 years of**

**experience,** Capsa Packaging has pioneered the first reusable cardboard box using Capsa 2in1® technology, enhancing the performance of any conventional box.



**Our Mission:** Improve logistics safety, efficiency, and profitability while reducing waste and carbon footprints.



#### **With over 75 patents** **across 20 countries,**

Capsa demonstrates a commitment to cutting-edge packaging solutions and environmental responsibility.



**Our Goal:** Lead the reuse culture in supply chains, setting a new standard of excellence for industries, e-commerce, retail, and self-storage.





## 6. Benefits of the Capsa 2in1® Box

The reusable box that **optimizes logistics and reduces environmental impact.**

### Transport and Storage

**in One Box:** Thanks to its innovative double-closure system, the Capsa 2in1® box easily transforms from a secure transport solution to convenient storage, offering quick and easy access to its contents.

### Increased Strength:

The closure system increases the box's resistance to lateral compression and stacking by 33% compared to standard boxes, offering better protection for products in transit.  
(\*Itene test S01.0418\*)



**Sustainability:** The Texsospack life cycle study found that reusing one Capsa 2in1® box six times instead of using six conventional boxes reduces the carbon footprint by 80%, water consumption by 84%, and fossil resource consumption by 82%, even over distances of 50km to 1,000km.

\*Carried out by the Packaging Cluster and AEI Tèxtils, with the support of the Catalan Waste Agency and Leitat Technologies



## 7. Conclusion

**The Future of Logistics  
is Sustainable.**

**Are You Ready for Change?**

**As demand for sustainable logistics solutions grows, the Capsa 2in1<sup>®</sup> box offers a cost-effective, efficient way to meet these needs.** It helps reduce material consumption and waste while improving logistics efficiency, giving your business a competitive edge.

**Ready to transform your supply chain?** Contact us to learn how Capsa 2in1<sup>®</sup> can meet your business's specific needs.

**Together, we can build  
a more sustainable future!**





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