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## PRESS RELEASE

### **Macfarlane Packaging introduces the “Packaging Optimiser™” to help businesses reduce cost and make sustainable choices**

Macfarlane Packaging has today (1 February) launched the Packaging Optimiser™ - an interactive tool designed to help businesses identify the total cost and environmental impact of their packaging operation.

The first of its kind, the Packaging Optimiser uses bespoke software to clearly demonstrate the potential cost and CO<sub>2</sub> savings that the correct packaging solution can have on any supply chain.

The digital tool enables the Macfarlane team to work collaboratively with their customers to investigate potential opportunities for savings, from packaging materials, storage, and productivity, through to reducing damages & returns, and delivery fleet utilisation. These savings are then translated into carbon reduction opportunities.

Commenting on the launch, **Laurel Granville, Marketing Director for Macfarlane Packaging**, said:

*“Helping businesses find the right packaging solution that has a positive impact on their operation has always been at the heart of what we do. We understand businesses need information to help them make informed choices about their packaging materials, especially when it comes to sustainability.*

*“Our new Packaging Optimiser revolutionises this approach. We can provide a clear illustration of cost and CO<sub>2</sub> equivalent savings that will reduce their environmental impact and proactively contribute to our customers’ ESG goals.”*

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- Ends -

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**Notes to Editors:**

Macfarlane Group PLC is listed on the London Stock Exchange (LSE: MACF) in the Industrials Sector. The company is headquartered in Glasgow, Scotland and has more than 70 years' experience in the UK packaging industry. Macfarlane Group's businesses are:

- Macfarlane Packaging is the leading UK distributor of a comprehensive range of protective packaging products.
- Packaging Design and Manufacture designs and produces protective packaging for high value, fragile products.
- Macfarlane Group employs over 900 people, principally in the UK, and in Ireland. The company has 15,000+ customers in the UK, Europe and the USA providing 600,000+ lines to a wide range of industry sectors, including: consumer goods; food manufacturing; logistics; internet retail; mail order; electronics; defence and aerospace.