

Puma launches sustainably-produced shoeboxes

Sports, footwear and clothing manufacturer, Puma has introduced a new shoebox design that will save 2,800 tonnes of cardboard each year. This is part of its sustainability strategy to positively impact the environment across its product range.

Made from more than 95% recycled cardboard, the new shoeboxes, which will be launched in 2021, are just one element of Puma's commitment to making its retail products more sustainable. By 2023, the company will also no longer use plastic bags in its stores and will also switch other retail supplies, such as hangers and shoe trees, to more sustainable alternatives.

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