

# Helping Lismore reach their sustainability goals with luxury cardboard tube packaging

The Lismore range of Speyside malts is one of WM Lundie & Co.'s most cherished offerings. Created with recipes passed on by the Lundie family, the traditions and craftsmanship that were originally created by them continue today.

With a growing number of consumers now expecting brands to prioritise sustainability, WM Lundie & Co. turned to Smurfit Westrock to take steps to align with these values, ensuring that their Lismore brand not only honours its rich heritage but also looks to the future.

## Recyclable from top to toe

WM Lundie & Co. had already been using our metal-based composite tubes to offer their customers an enhanced premium drinking experience. Seeking to become more sustainable, they decided to move away from metal bases, swapping to paper-based tubes which are 100% recyclable and better for the environment. This shift aligns with their eco-friendly ethos and meets the growing demands of eco-conscious consumers in the market.

## Sustainable CO2 success

To keep up with demand, WM Lundie & Co. recognised the importance of switching to recyclable luxury whisky tube packaging for their Lismore brand. Our paper-based tubes have made the packaging 100% recyclable within kerbside recycling schemes, simplifying the disposal process for customers. By transitioning to paper-based materials, this has resulted in significant CO2 savings, successfully meeting the brand's environmental goals. This shift not only supports the Lismore brand's commitment to sustainability but also allows their customers to shop more responsibly, aligning with their preference for eco-conscious brands.

We also dedicated time to minimise disruption to the supply chain during this packaging transition period, as we didn't want our customer's productivity to be hindered by their desire to become more eco-friendly. To avoid negatively impacting the supply chain, we adjusted the height of the cylinder tube packaging to ensure that it still fit seamlessly in their existing shipping cases. This allows them to use the new packaging without changing any other aspects of the supply chain, helping to save time, money, and resources.

## Better for brands and the planet

With consumers increasingly drawn to brands that prioritise the environment and 62% of people saying they "always or often" look for sustainable options, WM Lundie & Co.'s shift to paper-based tubes positions them as an obvious choice for shoppers.

Our paper-based tubes have helped the Lismore brand be able to show customers a commitment to reducing their impact on the planet, without compromising on the quality or visual appeal of their packaging. This not only enhances their brand image but also allows them to provide a superior consumer experience and future-proof their business success.



Douglas Belford from WM Lundie & Co. said: "We are delighted with our new whisky tube packaging, which has found the balance between boosting our sustainability credentials and staying true to the Lismore brand. Smurfit Westrock have helped us to reach our sustainability goals without negatively impacting our customers' experience. We are now in the process of moving all of our tubes over to paper bases."

David Humes, General Manager at Smurfit Westrock reflects: "Sustainability is at the core of what we do at Smurfit Westrock. Our latest investment in paper bases for our gift tubes is another example of our better planet packaging. We have been delighted to work with our customer help improve the appeal of their whisky packaging to today's eco-conscious consumers. The product inside the package is exceptional and we like to think that the modified gift package continues to complement and protect the brand and all which that brand stands for."

Prioritising sustainable packaging is not only better for the planet, but it also helps businesses to improve customer experience and boost brand reputation. **Contact** Smurfit Westrock to find out more about how packaging made with the planet in mind, can elevate your premium drinks brand to new heights.

For more information visit [smurfitkappa.com](https://www.smurfitkappa.com)