

## Gosselin Introduces the World's Most Eco-Friendly Moving Box: Notabrownbox

International moving company Gosselin is unveiling a new universal moving box today at the IAM (International Association of Movers) exhibition in Toronto, Canada. Notabrownbox is a moving box made from recycled cardboard that can be reused up to 4 times.

"Almost all moving boxes worldwide are printed with the logo of the moving company and used only once. By designing a brand-free box made of thicker cardboard, we want to encourage movers to reuse and share their moving boxes," says Madeline Van der Rhee, Benelux Manager, who initiated the development of the *Notabrownbox* concept.

"As of today, Gosselin is introducing 150,000 brand-free moving boxes into circulation. These will result in an 80-ton reduction in CO2 emissions compared to a standard moving box made from recycled material, or a 144-ton reduction compared to a new cardboard moving box."



### Gosselin Aims to Greenify the Moving Industry with Notabrownbox

*Notabrownbox* is being presented at the IAM exhibition in Toronto, where all major players in the international moving industry are present. "We aim to generate enthusiasm for this initiative among them so that *Notabrownbox* soon becomes the new standard for eco-friendly moving everywhere," concludes Madeline.

"It's a remarkable project that originates from a simple idea," says Marc Smet, CEO of the Gosselin Group. "The fact that the production cost of *Notabrownbox* is lower than that of a traditional moving box is a welcome bonus, even though it wasn't the primary focus. This aligns with our vision of uniting sustainability and cost efficiency. Gosselin will soon eliminate plastic bubble wrap as packaging material, and in the future, more ecologically motivated initiatives will follow."

Visit <https://www.notabrownbox.com> for more information!

About Gosselin:

Founded in 1930, Gosselin currently employs more than 975 people who generate total sales of over 450 million Euros. Gosselin's headquarters is located on the Albert Canal in Deurne where the container terminal connects the Port of Antwerp Bruges and the Port of Rotterdam with the European hinterland. With 56 offices in 34 countries, the company has strong representation in Europe, the Caucasus and Central Asia. The Gosselin Group consists of two divisions: Gosselin Moving and Gosselin Logistics.

*Gosselin Moving* handles international moves for multinationals, expats, diplomats, military personnel and private individuals.

*Gosselin Logistics* provides logistics services to businesses, with activities ranging from forwarding, warehouse storage and container processing to industrial logistics projects for heavy machinery and entire factories.