



Bosch Aerotwin windshield wipers now come in plastic-free, environmentally friendly packaging

New tray made of cellulose fibers protects the wiper lip in the sales packaging

August 2024
PI 11862 MA

- ▶ Formed cellulose fibers replace PET plastic in the packaging for Aerotwin wipers
- ▶ Switching to packaging that is completely suitable for paper recycling saves more than 350 tons of plastic annually
- ▶ The new packaging still protects the wiper lip of the high-quality Aerotwin wiper blades from potential damage during transport

Karlsruhe, Germany – Robust sales packaging provides optimum protection for the high-quality Bosch Aerotwin wipers, safeguarding them from damage during transport and storage. Inside the outer carton, the windshield wipers are secured in a tray to protect the delicate wiper lip. This tray, which was previously made of PET plastic, is now made of a cellulose fiber-based material that is comparable to cardboard and comes from sustainably managed forests. As a result, all the packaging for the Aerotwin windshield wipers is environmentally friendly and can go into paper recycling. The packaging has been printed with PAP 21, a recycling code that indicates it comprises non-corrugated paperboard made from wood fibers. Taking Aerotwin production for 2023 as a basis, the change to environmentally friendly packaging saves more than 350 tons of plastic a year.

Environmentally friendly sales packaging for Aerotwin windshield wipers rolled out worldwide

The shape of the new cellulose-fiber packing tray is largely identical to that of the previous plastic tray, and protects the lip of the Aerotwin windshield wiper just as well from potential damage during transport. Retaining the shape also means it wasn't necessary to retrofit any of the automatic packaging lines in Bosch wiper production. The new environmentally friendly packaging for Aerotwin sets and for single wipers will be rolled out at all Bosch manufacturing sites in Europe.

Aerotwin windshield wipers for passenger cars, trucks, and buses are available worldwide in the new packaging.

The rubber mixture in the Aerotwin wiper blades features Power Protection Plus (PPP) and patented coating, making it especially long lasting and resistant to wear and harmful substances. This means the wiper lip achieves optimum wiping performance and windshield cleaning, whatever the weather conditions. To ensure the Aerotwin windshield wipers reach the consumer in the expected high quality, they come in robust packaging that is now made entirely from recyclable waste paper and is designed especially to protect the wiper lip from damage during shipping.

Contact person for press inquiries:

Laura Cichecki

phone: +49 721 942 2982

E-Mail: Laura.Cichecki@de.bosch.com

The Mobility Aftermarket division (MA) provides the aftermarket and repair shops worldwide with modern diagnostic and repair shop equipment and a wide range of spare parts – from new and exchange parts to repair solutions – for passenger cars and commercial vehicles. Its product portfolio includes products made as Bosch original equipment, products developed in-house and specifically manufactured for the aftermarket, as well as services. About 16,000 associates, as well as a global logistics network, ensure that spare parts reach customers quickly and on time. MA supplies testing and repair-shop technology, diagnostic software, service training, and information services. In addition, the division is responsible for the “Bosch Service” repair-shop franchise, one of the world’s largest independent chains of repair-shops, with some 13,000 workshops, and more than 1,000 “AutoCrew” partners in over 100 countries. In addition, with Bosch Classic, MA supports owners of classic cars with a wide range of spare parts and services.

Additional information can be accessed at www.boschaftermarket.com

The Bosch Group is a leading global supplier of technology and services. It employs roughly 429,000 associates worldwide (as of December 31, 2023). The company generated sales of 91.6 billion euros in 2023. Its operations are divided into four business sectors: Mobility, Industrial Technology, Consumer Goods, and Energy and Building Technology. With its business activities, the company aims to use technology to help shape universal trends such as automation, electrification, digitalization, connectivity, and an orientation to sustainability. In this context, Bosch’s broad diversification across regions and industries strengthens its innovativeness and robustness. Bosch uses its proven expertise in sensor technology, software, and services to offer customers cross-domain solutions from a single source. It also applies its expertise in connectivity and artificial intelligence in order to develop and manufacture user-friendly, sustainable products. With technology that is “Invented for life,” Bosch wants to help improve quality of life and conserve natural resources. The Bosch Group comprises Robert Bosch GmbH and its roughly 470 subsidiary and regional companies in over 60 countries. Including sales and service partners, Bosch’s global manufacturing, engineering, and sales network covers nearly every country in the world. Bosch’s innovative strength is key to the company’s further development. At 136 locations across the globe, Bosch employs some 90,000 associates in research and development, of which nearly 48,000 are software engineers.

Additional information is available online at www.bosch-press.com, www.iot.bosch.com, www.bosch-mobility.com, www.bosch.com.