



## Press briefing

Focus on customers and the environment

### **BILSTEIN launches new packaging with greater stability and improved protection against counterfeiting**

Essen/Ennepetal, 2 December 2025 – The shock absorber and suspension specialist BILSTEIN will launch new packaging step by step from the year 2026. The objective is to further optimise transport and logistics processes, to improve product security and at simultaneously strengthen the brand's premium positioning both visually and functionally.

The key changes at a glance:

- **Increased stability:** In the future, the new packaging will consist of five layers of high-quality corrugated cardboard (instead of the previous three) and will feature a thicker coating with optimised corrugation.
- **Improved protection against counterfeiting:** The BILSTEIN security label with integrated authenticity check enables dealers and workshops to instantly verify whether a product is genuine.
- **More efficiency for trade and service:** Each box will feature a QR code that links directly to the BILSTEIN workshop world.
- **Sustainability & recyclability:** The new packaging is made from environmentally friendly materials that are produced more sustainably and are 100% recyclable. BILSTEIN also uses biodegradable printing inks that are free from harmful substances and allow for eco-friendly disposal.

The roll-out will take place after a testing phase beginning in early 2026. During the transition period, both the old and the new packaging will be used in parallel. Products still distributed in the previous packaging can continue to be used without restrictions.

With the introduction of its new packaging, BILSTEIN sends a clear message: quality applies not only to the product itself, but also to its shipping and delivery. The new packaging combines technical robustness, brand protection and environmental responsibility – ensuring a consistent premium appearance.

More information is available at <https://bilstein.com/de/verpackung/>

### About BILSTEIN

BILSTEIN is part of thyssenkrupp AG and has its headquarters in Ennepetal, Germany. The company develops and produces suspensions, shock absorbers and springs for cars and vans and is one of the world's largest suppliers with an annual production of around 13 million shock absorbers. BILSTEIN is a technology leader and a global player with more than 4,100 employees at nine locations in six countries – including the UK, the USA, Romania, China and Mexico.

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