

## Smart, Connected, Data-Driven Packaging

SmartPack.PERFORMANCE  
Portal

**With its SmartPack.PERFORMANCE Portal, Storopack launches industry-first digital solution for real-time packaging material consumption tracking.**

**Metzingen, May 2026.** Storopack, the global leading system provider and expert for protective packaging, announces the launch of its innovative SmartPack.PERFORMANCE Portal - the first digital packaging solution on the market to offer real-time packaging material consumption measurement with integrated data transmission and processing. With the new SmartPack.PERFORMANCE Portal, Storopack customers can monitor and analyze the material usage of their packaging machines live and in detail. By connecting the Portal with Storopack's smart machines, businesses gain helpful transparency and insights over their packaging operations. This shapes the basis for future digitalization and automation of customer's end-to-end packaging and intralogistics processes.

The SmartPack.PERFORMANCE Portal provides a complete overview of packaging material consumption per machine and also offers flexible, customizable reports by shift, day, week, or year, as well as per packaging line. This enables Storopack customers to identify optimization potential through detailed analysis and gives them the insights they need to make better decisions based on actionable data. By combining real-time tracking with advanced analytics, Storopack sets a new benchmark for smart packaging and data-driven packaging solutions, empowering companies to optimize processes and reduce costs, while supporting environmental and resource-saving goals. This launch marks a major step toward connected packaging in the e-commerce sector and beyond.

SmartPack.PERFORMANCE is part of the new ermsbridge.net platform by Storopack. With this new platform, Storopack connects data from machines and, in the future, also from logistics and service, converting it into digital solutions. This makes business noticeably smarter and more efficient.

### Simple transformation

Existing machines at customers' sites can be transformed easily into connected smart systems. Storopack technicians retrofit machines on-site, ensuring a quick and resource-efficient upgrade without operational disruption. This means customers do not need to invest in new equipment, minimizing resource use and effort.



The SmartPack.PERFORMANCE Portal provides real-time packaging material consumption tracking. **Image: Storopack**



Existing machines at customers' sites can be transformed easily into connected smart systems. **Image: Storopack**

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Storopack press releases and print-ready images can also be found online at [www.storopack.com](http://www.storopack.com) and [www.cc-stuttgart.de/presseportal](http://www.cc-stuttgart.de/presseportal). *Images may be reprinted free of charge for editorial purposes, provided their source is stated.*

**About Storopack**

Founded as Johannes Reichenecker leather tannery in 1874, since 1959 Storopack Hans Reichenecker GmbH based in Metzingen, Germany, is a specialist for protective packaging. The

globally active company produces and supplies made-to-measure and flexible protective packaging for various industries. Storopack is present with own production locations and branch offices in Europe, North America, South America, Asia and Australia. 2,400 employees work for Storopack worldwide. In the year 2024 Storopack generated sales of 573 million Euros. Storopack products are available in more than 60 countries. Further information on [www.storopack.com](http://www.storopack.com)

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