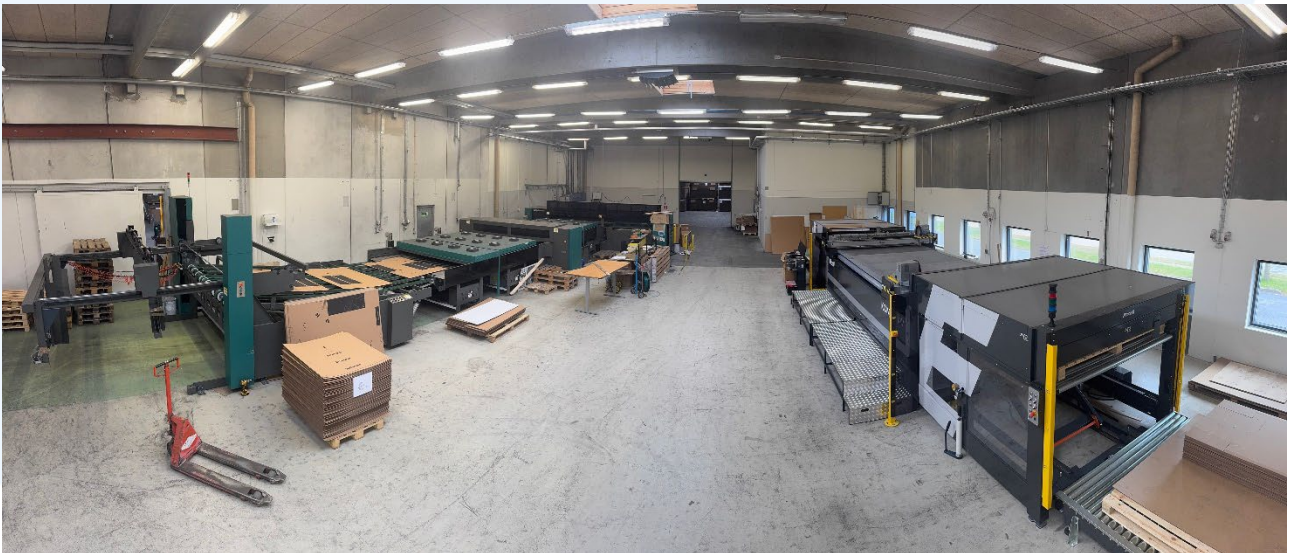


As demand for packaging becomes more fragmented, Boxen strikes back with Kombo TAV

With Elitron's automatic digital cutting system, the Scandinavian box manufacturer reduces its reliance on traditional dies and boosts automation and production capacity.

di Lorenzo Villa



In the European corrugated packaging market, squeezed by price pressures, fragmented orders, and stringent regulations, Boxen Emballage has chosen to compete by focusing on automation, consulting, and customization. The Jørgensen family's involvement in the packaging market began in the early 1960s, when Søren Jørgensen acquired the historic packaging company Hestbech, founded in 1896. The business continued under the leadership of his son, Bent, who was joined by his grandson, Rune, in the late 1990s. In 2004, as part of a corporate reorganization that saw the printing division spun off, the young Rune decided to take over and relaunch the business unit specializing in corrugated boxes, which had until then been considered a niche operation. Thus began the story of Boxen Emballage, which quickly established itself as an efficient and innovative box supplier, becoming within a few years the largest family-owned company in Scandinavia in the field of corrugated packaging. Over the past decade, Boxen has invested in obtaining FSC certification for all its products, improving its environmental profile, and streamlining production by increasing automation along its production lines. The company, which occupies 16,000 m², thus generates significant revenue with just 33 employees, 17 of whom work in production. In 2023, it introduced a

single-pass digital printer using water-based inks. Finally, to further reduce time-to-market and meet the growing demand for small quantities, in January 2026, it installed an Elitron Kombo TAV digital die-cutting line.



Automation, sustainability, and consulting to escape the price war

Boxen's value proposition centres on innovative corrugated cardboard, not just production efficiency. This vision led to Next Board, a BC-flute solution that is thinner, lighter, and more durable than traditional substrates. Developed with a German partner, Next Board occupies 30% less volume, weighs less, provides greater compression resistance, and ensures excellent printability.

By offering clients sustainable solutions, expert consulting, research and development, and customized services, the Danish converter delivers unique value, enabling its growth whilst industry giants close plants or face competition from large, vertically integrated German and Polish groups.



"To stay out of the price war, we offer customers value and services they can't find elsewhere," explains Rune Jørgensen, CEO of Boxen. "That's why we invest heavily in automation, so we can consistently handle a high volume of customers and orders while keeping labour costs under control."

Boxen's clients, including furniture, mechanical, and electronics companies, benefit from premium packaging and specialized consulting on sustainability

measures, EPR and PPWR compliance, and optimized packaging design—ensuring added value across their supply chains.

The challenge of cutting in a more fragmented market

In recent years, fragmented orders have put pressure on traditional production. Most orders involve a few custom-made boxes that differ in shape, size, and structure. Single-pass digital printing, introduced in 2023, increased flexibility and decoration by eliminating plates, wash-ups, and startup waste. Still, die-cutting remained the real bottleneck.

“Every order is a completely new project, with quantities ranging from a few dozen to several hundred pieces, always of different shapes and sizes,” says Jørgensen. “I simply did the maths and concluded that orders from a single customer were enough to pay for the purchase of an automatic cutting line.”

The Boxen team always outsourced prototyping, but they know digital cutting technology well. They focused on technologies widely adopted in the cardboard industry, equipped with an automatic feeder and stacker for unattended production. Their search narrowed to three suppliers. After demo sessions and careful workflow evaluations, Boxen chose the Kombo TAV as the ideal system. A visit to DS Smith Denmark, a longtime user of the Elitron system, confirmed their decision.



More flexibility, no dies, new application opportunities

Purchased in late 2025 and in production by January 2026, the Elitron Kombo TAV eliminated small-batch bottlenecks while boosting response times and autonomy. For Boxen, its key benefit is eliminating the need for traditional cutting dies for the on-demand applications, thus reducing time, costs, and increasing flexibility.

“We’re winning more on-demand jobs where we replace the traditional die cutting with the Kombo TAV, eliminating the cost of the physical matrix,” notes Jørgensen. “Now we can easily serve customers who order just a few dozen pieces, as well as companies that require hundreds of boxes without wanting to bear the cost of the die.”

The introduction of the Elitron platform has also opened new application possibilities in sustainable packaging. By testing new shapes and materials in-house, Boxen can offer its customers corrugated cardboard inserts to replace foam and plastic components in shipping packaging, as well as triple-wall boxes and special packaging solutions that were previously too difficult to produce economically or technically.



Automated production, smart unloading, and unattended operation

The most striking distinguishing feature of the Kombo TAV is its automatic pallet handling. At the end of a job, the empty pallet slides within the system and is automatically replaced by the next one, without the operator having to intervene, thereby avoiding interruptions to production. Following the same principle, downstream of the cutting area, the pallets are refilled and pushed toward the unloading zone. Elitron's architecture, unique in the market, allows orders to be processed without interruption.

Among the features most appreciated by Boxen is the proprietary AiroPanel technology, which allows die-cut parts to be picked up from the table without attachment nicks, stacking them precisely, and thus also facilitating scrap removal.

"While the machine is running, the operator can focus on other tasks," Jørgensen points out. "We can say that the Kombo TAV operates virtually unattended, and in the future, we plan to run it overnight as well."

According to Boxen, reliability, repeatability, and operational continuity are further strengths of Elitron's technology.



"The Kombo TAV runs for many hours without issues or jams," notes Jørgensen. "Since we installed it, it has never had any downtime: we can simply say it works."

For Boxen, the Kombo TAV is more than a traditional die-cutting alternative. It is a strategic system for fast, flexible production in a market that demands small batches and

customization. Elitron technology enables Boxen to aim for a healthier, more inclusive workplace, and it also helps Boxen protect the planet too.