



2008 - 09 - 17

H.E. Ban Ki-moon  
Secretary-General  
United Nations  
New York, NY 10017  
USA

Dear Mr. Secretary-General,

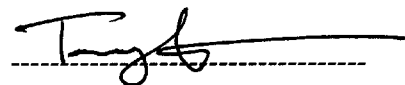
I am pleased to confirm that *Packoflove International AB* supports the ten principles of the Global Compact with respect to human rights, labour, environment and anti-corruption. With this communication, we express our intent to advance those principles within our sphere of influence. We are committed to making the Global Compact and its principles part of the strategy, culture and day-to-day operations of our company, and to engaging in collaborative projects which advance the broader development goals of the United Nations, particularly the Millennium Development Goals.

*Packoflove International AB* will make a clear statement of this commitment to our stakeholders and the general public.

We recognize that a key requirement for participation in the Global Compact is the annual submission of a Communication on Progress (COP) that describes our company's efforts to implement the ten principles. We support public accountability and transparency, and therefore commit to report on progress within two years of joining the Global Compact, and every year thereafter according to the Global Compact COP policy.

Please find attached general information about our company, as well as the contact details of the focal point for communication with the Global Compact Office.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Tony', is written over a horizontal dashed line.

*Mr. Tony Löfholm*  
CEO

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## **History**

Around the year of 2004 Leif Stenberg, the founder of Packoflove, started to outline a new idea for condoms. The thought was borne when his son approached the teens and Leif realized that nothing had changed about condoms in over 30 years.

They were still dull and boring to look at, to carry around, and above all boring to buy and was normally only found at traditional outlets as drug stores and petrol stations.

One of the ground thoughts was to create a package that should be fun, personal and cool to buy in shops where young women and men buy their clothes, shoes and accessories.

After having played around with paper he found a form for the box that could be right. The idea was then to be turned into a prototype to see if it was possible to realize.

It turned out well and the next step was to make the package personal and unique. Now came the idea to put a print design on the box made by famous artists, designers and illustrators who all were inspired by the domains of fashion, music and art.

In 2005 the first packages came out at Grandpa, a small boutique at the South side in Stockholm Sweden. Since then several more retailers have been added and Packoflove is constantly launching new prints and ideas on their packages.

All to create an interesting brand, to get people to buy and use condoms.

## **Concept**

Our business idea is to offer a new packaging solution for condoms, with unique exciting design and personal expression, where we remove the awkwardness of purchasing condoms.

A Packoflove pack comes in a smaller size than the preexisting ones on the market and contains three condoms. Retailers are offered a total solution to sell condoms to the end consumer, with a unique and personal design.

Packoflove is to be the globally most interesting and market leading company in providing a unique package solution for condoms as well as offering other different products and brands.

We appeal to the consumers personality visually and communicate in a personal but yet international idiom.

## **A better world**

Packoflove is happy to work for a good cause and will contribute to research and development in the fields of HIV/AIDS and other VD.

We have recently made the decision, that for every Packoflove package sold worldwide, we will contribute by giving one condom where it is needed.

Our focus will initially be at the Eastern African countries and more specific Uganda.

This is Packoflove's way to contribute and work towards the 2015 Millenium development goals. We will combat HIV/AIDS and other VD.

We have also implemented the ten principles of Global Compact in our organisation, as a framework in our every day work.

## **Lifestyle**

Packoflove stands for a new way of life where we change attitudes, break familiar patterns and remove taboos and the awkwardness of buying and using condoms.

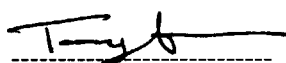
## **Target group**

We are mainly targeting trend conscious young adults who pick their clothes and accessories with care.

## **Trends**

Packoflove follows each seasons trends and current events and draws inspiration from the domains of fashion, design, film and music. Designs and color are changed and updated several times per season and appeal to both men and women.

Sincerely yours,



Tony Löfholm  
CEO