



What Story Is
Your Packaging
Telling?

Speaker Information

Vicki Case

Vicki Case is the Vice President of the business serving the Fulfillment sector ([e-commerce](#) and [third-party logistics](#)) for Sealed Air's Product Care Division. She has ten years of experience delivering high-performing solutions to Sealed Air customers. Prior to Sealed Air she worked in consumer packaging goods for Nestle and gained experience in the pharmaceutical industry with the McKesson Corporation. She is a graduate of the University of Michigan with a degree in chemical engineering.



Sealed Air Corporation creates a world that feels, tastes and works better. The company's portfolio of recognized brands including Cryovac® food packaging solutions, Bubble Wrap® cushioning and Diversey® cleaning and hygiene solutions, enables a safer and less wasteful food supply chain, protects valuable goods shipped around the world, and improves health through clean environments.



Agenda

- **Its Not Just a Box:** *Packaging has a significant impact on the experience customers are having with your brand.*
- **Top Packaging Mistakes to Avoid:** *Keep customers happy and costs down by being smarter about these common errors.*
- **The Hidden Risks of Ship-From-Store Fulfillment:** *How and where an item is packed can make a big difference.*
- **The Future of Packaging:** *A look ahead at e-retail trends and how packaging science and automated technology can get ahead of the curve.*





BOXES AND...





...MORE BOXES





66%



of Americans believe that an item's packaging tells them something about how much the brand cares about them



59%



believe the retailer and the package carrier are equally responsible for damage to a product that was ordered online

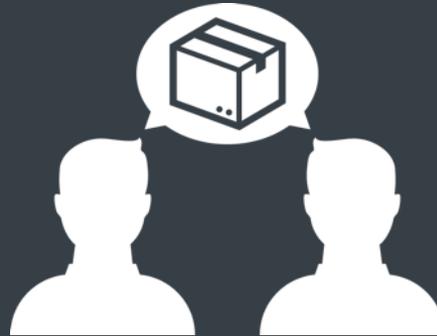


Top 3

packaging pet peeves are:
bothersome disposal, mess and
recycling difficulties



68%



Of consumers say they are more conscious of packaging materials and design today than they were five years ago



This boring box is a bit more interesting than it appears.





This box might be the first thing a customer receives from your company.

And if you're not careful, it might also be the last.



Risk Areas for Customers

Neglecting Return Logistics

Overpacking

Under Protecting

Underestimating Risks of Ship
From Store Fulfillment



Neglecting Return Logistics

Expectations have risen for how easy returns should be.





Poorly constructed
corrugated shells that
are difficult to re-seal
and re-use



Overpacking

When you think of overpacking, you may be thinking of an explosion of foam peanuts...



...but often, overpacking looks like this.



Source: Sustainable is Good blog



Overpacking

The same order was sent back in one box.

Source: Sustainable is Good blog



Overpacking

This customer ordered a simple laminated poster. Here's how it arrived.

Source: Sustainable is Good blog



77%



of consumers believe that the packaging a company uses to ship items to them should reflect their environmental values



Excessive Packaging Complaints



Bubble Wrap[®] Sweet Tweets



Under Protecting



Tasmin Mahfuz @TasminMahfuz · 19 Dec 2015

Ughh. Bought a #TV from @SamsClub .com and this is what I got. -_-
#onlineshopping



Source: [Twitter](#)



Under Protecting

Home improvement items such as cabinetry, vanities and even toilets are now being shipped directly to the consumer.



Under Protecting

Almost anything can now be ordered online.



Omnichannel fulfillment comes with increased delivery demands.



Underestimating Hidden Risks of Ship-From-Store

- 24-piece place setting
- Total of 48 boxes and enough paper packing material to cover the entire living room floor

Source: Daily Mail



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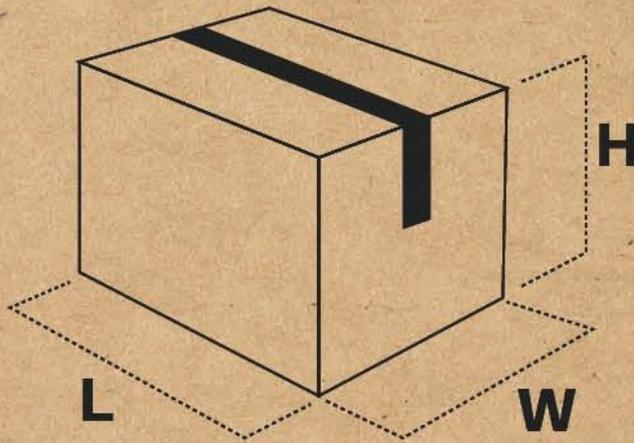


Using sales staff to fulfill orders may lead to poor packaging choices.



Dimensional weight pricing went into effect in the U.S. last year

HOW TO CALCULATE DIM WEIGHT



Dimensional weight
(lbs)

$$= \frac{L \times W \times H}{166}$$

- L = Length in inches
- W = Width in inches
- H = Height in inches





One switch plate order sent seven ways

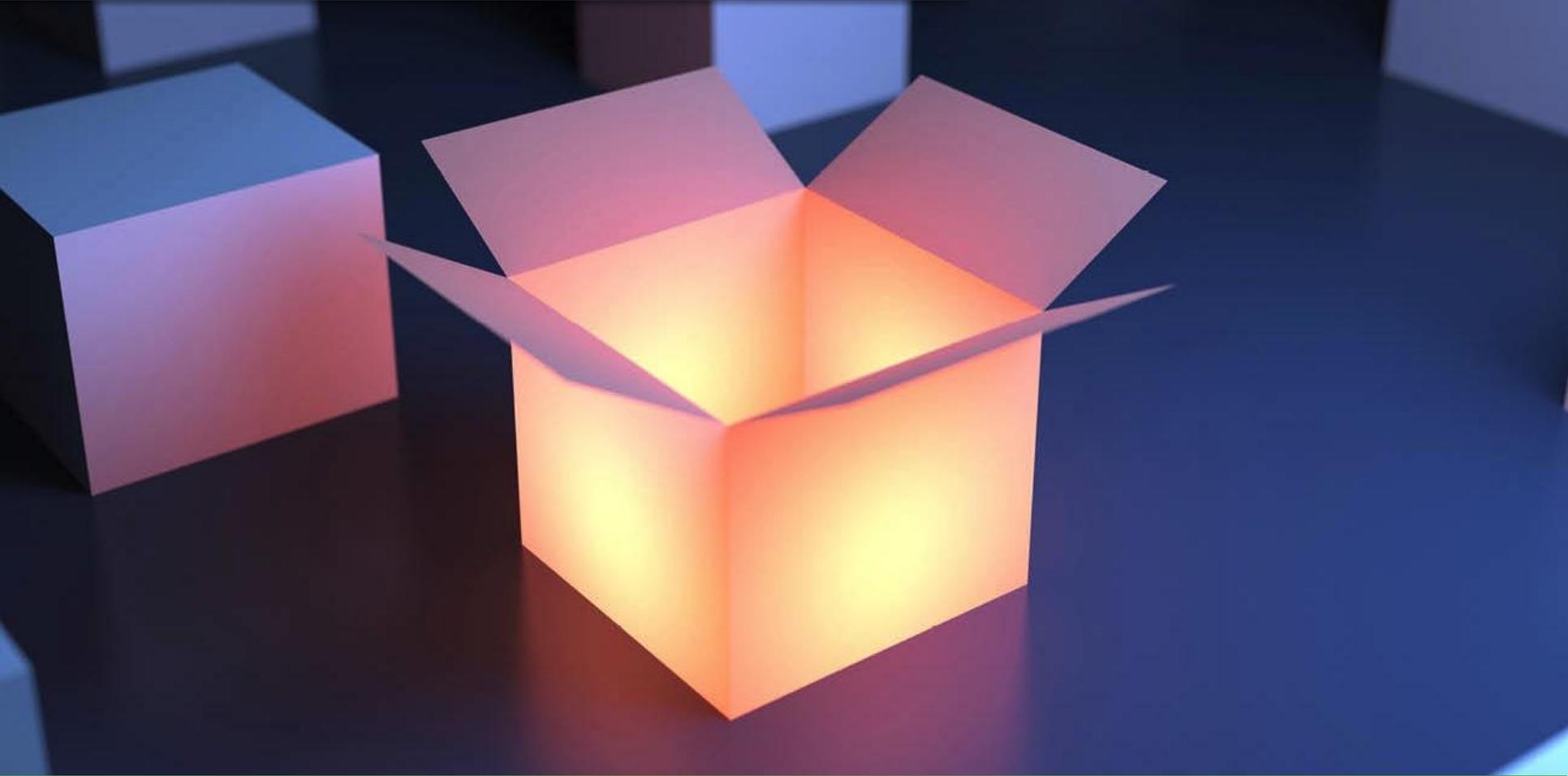




Back-of-store shipping areas can be a challenge.



The Invention of the Perfect Package



Automation When You Need It



Replacing The Box Altogether



The Future of Packaging:

- Getting Smarter
- Getting Smaller
- Getting Less Labor Intensive



Q&A

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