What Story Is Your Packaging Telling?
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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
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

Claire Murray @agbaciliris · 30 Dec 2015
@beautybay For one small brush this is an excessive amount of packaging. Very environmentally unfriendly. :-(

Duke Lietau @fieltux · 11 Oct 2015
I could call this slightly #ExcessivePackaging
Tasmin Mahfuz @TasminMahfuz · 19 Dec 2015
Ughh. Bought a #TV from @SamsClub.com and this is what I got. -__-
#onlineshopping
Home improvement items such as cabinetry, vanities and even toilets are now being shipped directly to the consumer.
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
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**

$$\text{Dimensional weight (lbs)} = \frac{L \times W \times H}{166}$$

- **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

Example of Classic Packaging
The Future of Packaging:

• Getting Smarter
• Getting Smaller
• Getting Less Labor Intensive
Q&A

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