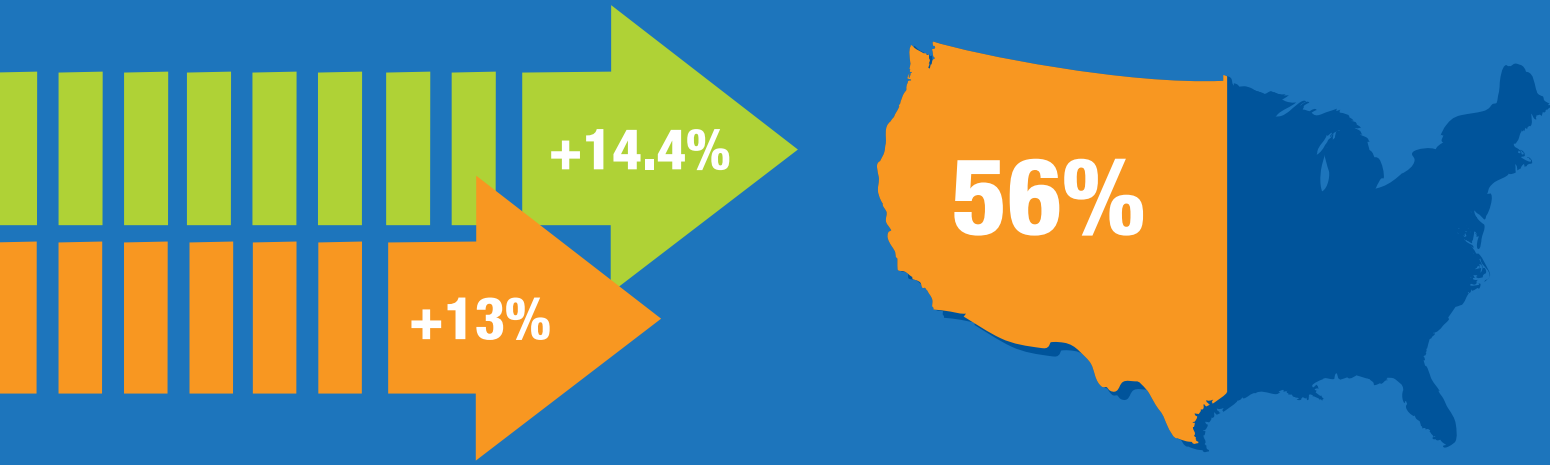


# FLEXPACK DELIVERS

## IN THE AGE OF E-COMMERCE

### E-COMMERCE IS A GROWING ECONOMIC SEGMENT



E-commerce experienced a **14.4% growth rate in 2018** in the U.S., and is expected to maintain annual growth rates of approximately **13% through 2023**<sup>1</sup>, and that was before the COVID-19 pandemic increased its demand.

In fact, over half (**56%**) of Americans say they have increased the frequency of their deliveries from online purchases since the beginning of COVID-19.<sup>2</sup>

As more products are shipped via e-commerce, brands continue to look for ways to...

- ✓ **OPTIMIZE SHIPPING**
- ✓ **REDUCE COSTS**
- ✓ **LESSEN ENVIRONMENTAL IMPACT**

...all while offering consumers a positive experience.

### RIGID VS FLEXIBLE PACKAGING



To achieve these goals, more **brands** and **e-commerce providers** are using flexible packaging as the **primary package** to withstand rough handling and limit leaks, while the **e-commerce delivery pack** also reduces the amount of packaging material and space utilized.



**DID YOU KNOW...**that products in an e-commerce environment are handled at least **3x more often** than in a traditional retail channel?

### A LAYERED APPROACH



#### PRIMARY PACKAGING

The package/material that makes immediate contact with the product inside.

#### SECONDARY PACKAGING

A carton in which the primary product is contained, sometimes used for e-commerce shipping.

#### TERTIARY PACKAGING

An additional overbox/corrugated case that holds another corrugated case and is used as extra protection in e-commerce applications.

### FLEXIBLE FORMATS = SHIPPING SAVINGS



Packages are billed and charged by the greater of the following weights:

**DIMENSIONAL WEIGHT**  
L x W x H / Carrier Divisor

OR

**ACTUAL WEIGHT**  
Based on actual product weight

#### CASE IN POINT

ITEM DESCRIPTION	DIMENSIONAL WEIGHT (lbs.)	ACTUAL WEIGHT (lbs.)	FLAT RATE (Carriers)	UPS (STD)
 SHOE BOX WITH FLEXIBLE E-COMMERCE MAILER	$\left( \frac{15 \times 11 \times 6 \text{ inches}}{139} \right)$ 8 lbs.*	3 lbs.	\$19.95	\$14.70
 SHOE BOX WITH E-COMMERCE OVERBOX	$\left( \frac{16 \times 13 \times 6 \text{ inches}}{139} \right)$ 9 lbs.*	3 lbs.	\$23.95	\$17.14

Each format will be billed according to the dimensional weight with the flexible mailer achieving **~\$4 COST SAVINGS**.



#### PRO TIP:

Target a weight closest to a whole number since fractional weights are rounded up.

### FACT OR FICTION?



#### FICTION:

Flexible mailers can't be recycled.

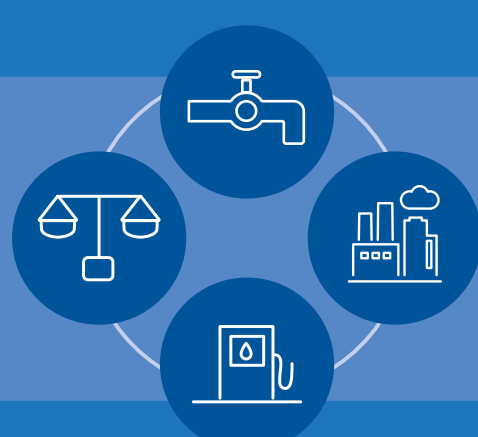
Check out local store-drop-off programs and look for How2Recycle labels on packages.



#### FICTION:

Recycling is the only sustainability factor that matters.

Water consumption, GHG emissions, fossil fuel, and source reduction are all important sustainability attributes, and flexible packaging gets exemplary marks for each.



#### FACT:

Flexible packaging is an ideal solution for e-commerce applications.

Brand owners/retailers can achieve lightweight, durable, and cost-effective e-commerce shipping by choosing flexible packaging.