



# PACKAGING MATTERS

*Think Inside the Box*

**What Your Packaging Says About  
Your Brand And How To Cut Costs**

# Packaging Is Just As Important As The Product

The main purpose of packaging:

- ❖ *to protect your products during shipping*

Companies fail to realize that packaging also needs to communicate beyond its purpose:

- ❖ *what your brand stands for and what your product means for your customers*



# Mounting Environmental Pressure

- ❖ Packaging comprises an estimated **30% of landfill waste.**\* As a result, companies are under increasing pressure to address environmental concerns.

# Packaging Is More Than Protecting Products

- ❖ 52% of people around the world make a purchase decision partially due to **packaging that shows a brand is making a positive environmental and social impact**, and this number is only increasing every year\*.

# Packaging Is More Than Protecting Products

- ❖ It is estimated that returns **cost retailers \$10.9B** in 2014.\*

*\*The Real Cost of an Exasperating Online Returns Process MarketingProfs*

# The Real Cost Of Damaged Products



The cost of improper packaging due to poor packaging materials and flimsy packing boxes is a big deal. Speedy fulfilment is important, but if the product arrives damaged, it fails the customer.

*The result:*

❖ **returns + processing = additional expenses that hurt your bottom line**

AND A LOST CUSTOMER!

# Packaging Is More Than Protecting Products

Overall customer satisfaction comes directly from how your product is delivered.

- ❖ The wrong packaging can have a dramatic impact on how consumers view your company and your products.



**Do you want your customers dealing with this mess?**



# It's Time To Really Think Inside The Box

When choosing packaging materials, there are many things to consider.

❖ **Price, while important, is just one factor.**

The pages that follow will evaluate some common options.

# Polystyrene/Polyurethane Foam Packing Peanuts

The chemical compound used to make polystyrene foam peanuts:

*styrene*

## Disadvantages:

- ❖ unpacking products using foam packing peanuts is a nuisance and difficult for consumers to dispose
- ❖ both foam products are non-recyclable
- ❖ poor health effects on workers who manufacture this material
- ❖ poor quality of the soil and underground water near landfills where most of it ends up



# Plastic Packing Material



The chemical building blocks of plastics that make it so versatile are the same components that can harm people and the environment.

## Disadvantages:

- ❖ lightweight & inexpensive, yet makes up over 300 million tons in production worldwide
- ❖ consumers would rather unwrap products that use bio-degradable packaging, rather than plastics
- ❖ storing plastic packaging material is challenging due to the space needed
- ❖ chemicals in plastics are often ingested by humans, marine animals and can injure or poison wildlife

# Packaging Is A Necessary Expense

The right packaging protects and expands your bottom line by:

- ❖ Protecting your product
- ❖ Representing your brand
- ❖ Offering convenience for your customers as well as for package carriage
- ❖ Protecting your reputation

There are other alternatives to plastics & foam

Corrugated is **more than just** a box.



# Corrugated Packaging

Corrugated is a sustainable, versatile, economical and practical packaging option. Made up of 3 layers of paper, and inside and outside liner and fluting in-between.

## Advantages:

- **recyclable, renewable and reusable**
- **customizable options for size, thickness, shapes, weights, adhesive types, and treatments and coatings.**
- **made to exact specifications**
- **allows for high quality direct print and graphics**
- **lightweight but strong**
- **easy to dispose**



There are other alternatives to plastics & foam



Want more **packaging** options?

# DurrabubbleRP Roll Stock - Standard/Anti-Static



Roll Stock is 100% recyclable and CFC Free

## Advantages:

- recyclable, renewable and reusable
- reduces shipping costs
- product remains distinguishable when packed & remains stationary during shipping

# Fastpak Courier Express

Fastpak is the perfect solution for shipping confidential documents or shipping garments safely and securely.

## Advantages:

- hot-melt self-seal closure
- tamper-evident, increases security
- white outer surface allows for high resolution color printing
- easy opening allows for reduced labor costs and increased productivity



# Atlas Container Provides More Solutions

Packaging and shipping products is  
just **as important as the** product itself.



# Are You Sure You're Using The Right Packaging For Your Customers?

Atlas Container takes quality and design seriously. Our packaging audits and prototypes ensure you receive the best quality before you ever place an order with us. If you're looking to:

- ❖ reduce inventory costs
- ❖ find innovative solutions
- ❖ meet sustainable requirements

It's time to look into Atlas Container!

# Your Packaging Solutions Start Here

Atlas Container Corporation is a **full-service corrugated manufacturer** of high-quality packaging and high-end display products serving the East Coast from Maine to Tennessee.

It's time to talk about your packaging and shipping solutions! Request my packaging prototype! [CLICK HERE](#) to get started.

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