



## EFFECTIVE PACKAGING FOR E-COMMERCE INDUSTRY

Packaging is of great importance to both sellers and buyers of products. The main objective of packaging for a product is to keep it safe from damage during transit, and make it look appealing to the customer on receiving it. Some common types of packaging include shipping cartons, containers for industrial goods, bags, corrugated boxes and other holders for consumer products. The packaging cost itself holds a moderate share in your product sales. It is essential to invest in designing an efficient and cost-effective system for your product packaging. For businesses, product packaging should be considered an on-point price for branding and not a redundant cost with wastage of resources. A moderate budget on decent packaging needs to be accounted for, but you can always keep a strict check on the haphazard expenses.

In fact, you are going to thank us for these amazing tips to work smartly on your product packaging. These tips will definitely make your product stand out for your customers. Finding the

most affordable, effective, and glamorising packaging at the same time is like finding a needle in a haystack. But, we'll help you do it anyway! Just follow these pointers.

- **KNOW YOUR ONIONS**

It means that start generating your product's profile. Focus on how the product needs to be protected and how it should be presented to the customer.

Ask yourself: Is it important for the product to have a certain kind of packaging?. Example, if your product is delicate or expensive, does it need lot of bubble wrap or can do with styrofoam? Study your product and find out if a cheaper alternative can suffice. Your procurement manager should give you the details on the product. Even if your product is extravagant, you must choose your packaging smartly.



- **KNOW YOUR SHOPPERS**

This one should come from your customer feedback forms and sales reviews. Start paying attention to your customer base. Where does your product sell? Is using plain courier bags out of trend? Sometimes, customers do not know what to expect. This is where e-commerce companies need to research and Innovate ideas for ideal packaging.



Holistically study the customer reviews on products and generate out-of-the-box ideas which work best for the consumer. If an unacceptable portion of the goods are damaged during storage, transportation, or distribution, the package has failed to serve well. Try options such as using shredded newspapers or colour papers as fillers for household appliances. Prioritize customized packaging for premium products. Using cheaper option like double bubble wrap pouches for protecting expensive electronic devices works brilliantly. One can use recycled boxes and bubble wraps from returned packages for smaller deliveries as well. However, always take a survey in the market before operating on different packaging strategies.

- **EXPLORE YOUR OPTIONS**

This point is extremely important to build the perfect packaging layout for your product. There are innumerable packaging materials available in the market and you need to filter them out according to points given above. Use different materials for fillers, pressing, covers and different sized products. Based on your product and customer requirements, you need to select what is best for business. Example, instead of wrapping each food item in separate boxes and then a bag, use one big custom made hard fibre box with compartments.

**Some insider tips!**

- » Use thick shrink wrap for individual products to avoid damage while bundling instead of stuffing bubble wrap.
- » Replace Big corrugated boxes with corrugated fibre boards with right sizes cartons for more economical and versatile packaging.
- » Wherever possible, switch to bubble mailers instead of using bubble wraps and courier bags together. Also try taped courier bags and sealed plastic covers against expensive vacuum packaging.



- » Items like clothes can be compressed. Instead of wasting courier bag for one cloth at a time, you can nicely iron and fold them to accommodate a few more in the same package. The sweet smell of saved money!

- **TAKE OUT THE TRASH**

You need to cut out the extra fat. Sometimes, unnecessary amount of bubble wrap or fillers are used in packages which can be annoying for the customer. It maybe a strategy to make your product look exquisite but unless it is fragile and pricey, avoid using excessive crumpled papers or extra adhesive tape for no reason. Stick to basics like protecting your product from the inside first. Then try simple and elegant designs, along with required protection on the inside of the package.

Example,

- » Avoid using big corrugated boxes filled with styrofoam for books with cling films.
- » Instead of wasting 3 boxes and much plastic, use fancy coloured wax papers or

cardboards to separately layer out 3 different clothes sent to same buyer in one box.

- » Use self locking corrugated boxes to avoid adhesive tapes altogether.
- » Synchronise with your billing and shipment-dating department to bundle up deliveries to one location in a conveniently cheaper way.

- **WORK YOUR WAY OUT**

After doing your homework, do the practical. Start from the inside of your package and work your way out. Think about the last material your customer peels off before they touch your product and build systematic covers around it. Try to use least number of layers for general items but do not compromise on safety. Start customising and stop using the same kind of packaging for all your products. Do not simply switch to cheaper materials, switch to smarter alternatives instead. Using minimal material for maximum output not only saves you a dime but also enhances your reputation as a productive and meticulous firm.



**WITHOUT PLASTIC SHRINK**

**VS**



**WITH PLASTIC SHRINK WRAP**