



# BOXES ARE THE BACKBONE OF E-COMMERCE

Packaging your product for e-commerce? Ensure your package can navigate the e-commerce supply chain. Whether you're packaging by the case or individually, nothing safely moves a product from point A to point B more effectively or efficiently than corrugated packaging. Specifically engineered to protect and cushion products along their journey, corrugated boxes are the perfect package for distribution and e-commerce. In fact, more than 95% of goods consumed in North America are packaged and transported in corrugated packaging.

- E-commerce is changing the distribution of products and moving more of them directly to consumers, sometimes bypassing brick-and-mortar retail destinations.
- Supply chain operations are changing quickly to accommodate new technologies and fulfill the promise of increased efficiency, accuracy and cost-effectiveness.

- Customer satisfaction depends upon a highly efficient distribution channel that delivers the right product to the right destination at the right price – and in pristine condition.
- Consumers want to feel good about their purchases and businesses are increasingly focused on doing the right thing to earn their trust and be stewards of the environment.

## **CORRUGATED PACKAGING: HOW PRODUCTS MOVE**

**Corrugated cardboard is the best packaging material for your product.**

Corrugated boxes have always been the predominant shipping container trusted to transport all kinds of products from manufacturer to DC to wholesaler and retailer. The retailers have played a leading role in building corrugated recovery for recycling to an amazing 90 percent of production – enormously better than any other packaging material on the planet.

The fact is, while more boxes are now visible to consumers, showing up on their doorsteps, less corrugated is being used to deliver products to retailers. The amount of corrugated packaging being produced is quite stable and still below its 1999 peak production volume. So the good news is, the growth of e-commerce is not increasing the amount of corrugated going to waste.

Why is this important? First – when considering sustainability, corrugated packaging is truly a guilt-free and responsible choice. Ninety percent of it is successfully recycled to make new paper products and that has been true for several years. As the corrugated recovery rate consistently exceeds that of all other packaging materials, the industry's overall environmental footprint also continues to improve. This has been demonstrated in continuous life-cycle assessments, which are available online to provide total transparency and demonstrate the integrity of the studies' conclusions.

Meanwhile, the accelerating transition from traditional retail to omnichannel distribution shifts the placement of some responsibility for corrugated's end-of-life disposition; now that consumers are receiving more boxes, it's more important than ever for them to recycle at home. Fortunately, 96 percent of Americans have access to corrugated recycling programs.

Those programs – whether managed by municipal and county governments, or by private enterprises – are handling more OCC that comes direct from households. Consumer education to minimize contamination and encourage proper collection will enhance the economics of recycling for those entities.

Businesses can help by making sure they use boxes with the Corrugated Recycles imprint and by reinforcing the message wherever they can, building the use of recyclable packaging into their own sustainability efforts and brand communications.

