



eCOMMERCE



e-Commerce

“The New Packaging
Challenge”

LUIS AREVALO

?



?



eCOMMERCE

?



?



**“People are now purchasing their
everyday items on-line”**

“Globalization, new technologies and a higher degree of **consumer savvy** are quickly changing the **e-Commerce landscape**”

“Understanding how **e-Commerce**
can really change the way We
Innovate for Our **consumers** is a
key success factor”

“e-Commerce is changing the way We design our packaging to deliver a great experience to our **consumers”**

“We need to understand what role does **Packaging** play in **e-Commerce** today and what impact could this have on **e-Commerce** tomorrow”

“Consumers expect the same seamless shopping experience that they are used to in-Store through Web-stores too”

AMAZON DASH AND AMAZON DASH BUTTONS: SHOPPING MADE SIMPLE.

The Dash and Dash Button, available to Amazon Prime members, are taking off. According to Amazon, Dash Button orders occur over twice a minute, and for many popular items, more than half of orders are done via Dash buttons.

**So what do you think?
Is the Amazon Dash more a beneficial new device or a monopoly strengthening tool?**



Introducing **amazon**dash



amazonfresh Already an AmazonFresh customer? Sign up.

INTRODUCING **amazon**dash

▶ WATCH VIDEO

Shopping made simple

- Simply say it or scan it — add items to your shopping list from anywhere in your home.
- Easy to use for the whole family — everyone can help.
- Add items as you go — shop effortlessly throughout your day.
- Never forget an item again — Dash remembers so you don't have to.

Sign up for a free Dash

by invitation only

1

Data

- E-Commerce is growing very fast
- +25% WORLDWIDE.
- Sales through this channel are increasing.
- Amazon already has retail operations in **12 countries** and has plans to expand to operations in **150 countries** in just a few years.

1

Data

- We need to understand Packaging Lifecycle.
- Integrate **e-Commerce** into our Innovation roadmap.
- We need to include Primary and Secondary packaging into **NPD** and re-launches

1

Data

- We need to develop a **flexible portfolio**.
- We need to develop **channel – specific formats** to deliver meaningful **brand experience**

2

B&M
Vs.
e-Commerce

**What is the difference
between B&M &
e-Commerce?**

B&M PACKAGING JOURNEY TODAY

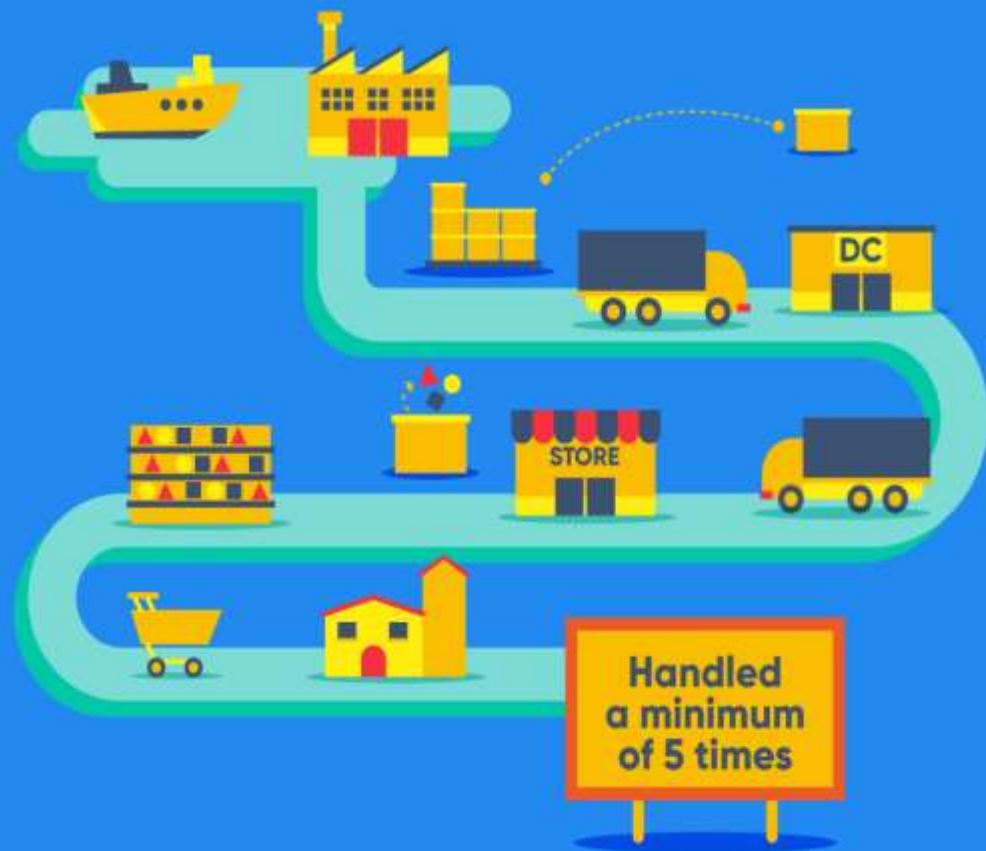
The current B&M packaging distribution journey has evolved over many years and is highly efficient.



Primary packs are designed for a case on a pallet.



The consumer completes the last mile and is responsible from store to home.



In Store Today

- Shelved with major brands
- Available to touch & smell
- Communication constrained by labels



In Store Today

- **Size Impression**
- **Cost efficient primary packaging**
- **Customer & Channel define portfolio**



IN STORE TODAY



SHELF

1. Visibility
2. Shoppability
3. Attraction
4. Purchase

HOME

5. Usage

STOP
ORIENT
CONNECT
PERSUADE

BUILD LOYALTY

e-Commerce Packaging Journey

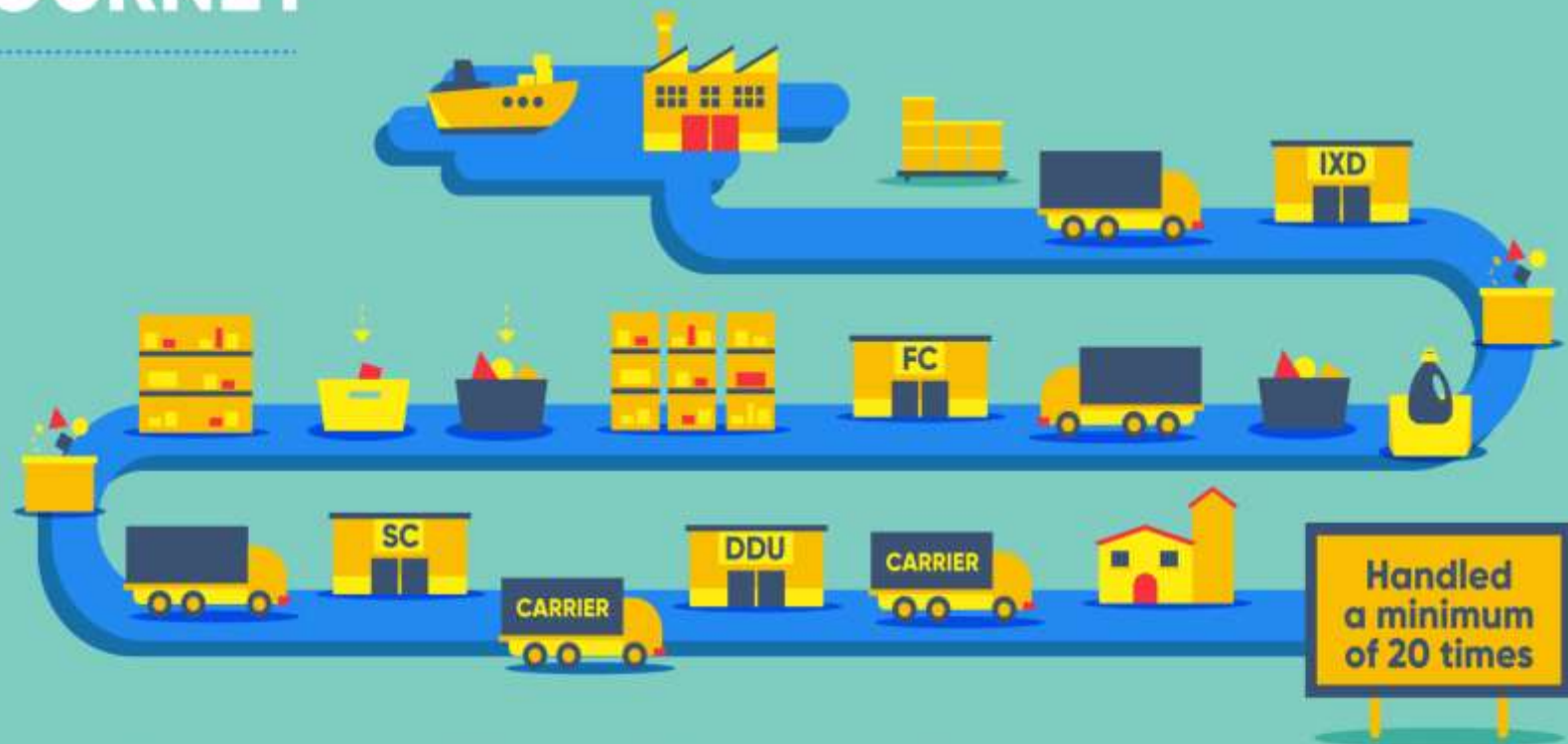
**What happen with
e-Commerce ???**

2

B&M
Vs.
e-Commerce

High Quality packaging is necessary to handle increased transit time and handling e-Commerce SC

e-COMMERCE PACKAGING JOURNEY



- The current e-Commerce packaging distribution introduces more challenges for primary packaging.

- Primary packs are shipped in any orientation.

e-Commerce Packaging Journey



e-Commerce Packaging Journey



e-Commerce Packaging Journey



e-Commerce Packaging Journey




e-Commerce Packaging Journey



e-Commerce Packaging Journey



Back to search results for "Hill's science diet"



Hill's Science Diet Large Breed Dry Dog Food
by Hill's Science Diet
★★★★★ 1,130 customer reviews | 23 answered questions

List Price: \$63.68
Price: **\$39.74** & **FREE Shipping** on orders over \$49 [Details](#)
You Save: \$23.94 (38%)

In Stock.
Want it Monday, Oct. 24? Order within 22 hrs, 11 mins and choose **Two-Day Shipping** at checkout. [Details](#)
Ships from and sold by Amazon.com. Gift-wrap available.

Type: **Adult**

Size: **35.5 lb bag**

- Will soon ship in a new box that protects the food, is easy to manage and environmentally friendly
- Natural sources of glucosamine & chondroitin for joints & mobility
- Natural ingredients plus vitamins, minerals and amino acids
- Clinically proven antioxidant benefits
- No artificial colors, flavors, or preservatives
- Science Diet is available in a variety of dry, canned and fresh
- All 7 years of age, transition your dog to a Science Diet Large Breed Adult 7+ food, over 7-10 days.

[Show more](#)

Unlock extra savings with Subscribe & Save.
Unlock up to 15% on this item when you subscribe to 5 or more items that arrive in the same month. No commitments, no obligations, and shipping is FREE. [Learn more](#)

35 new from \$39.74

2

B&M
Vs.
e-Commerce

The cost of replacing a destroyed item can be up to **17X** the cost of shipping

Negative **website reviews** can take months to counterbalance with positive ones.

2



It`s also necessary to ensure a great customer experience – delivery of damage product diminished **brand value** and results in customer frustration.

B&M
Vs.
e-Commerce

2



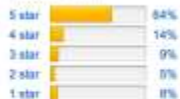
B&M
Vs.
e-Commerce

Negative packaging and delivery experiences are shared online and influence purchase decisions and brand impression.

Customer Reviews

★★★★☆ 64

4.2 out of 5 stars



Share your thoughts with other customers

Write a customer review

See all 64 customer reviews

Top Customer Reviews

★★★★★ **Smells Great & It's Powerful**

By [Gaming Guy & The Queen](#) on September 19, 2016

Size: Pack of 2 [Verified Purchase](#)

By far, this is my wife's favorite dish detergent. She believes that it's the best smelling dish detergent out there (I'll have to admit that I also find it pleasant). It's also very effective at cutting through grease - it doesn't take much to get a lot of foaming action and cleaning power.

What we like best is that this detergent is really good at maintaining its strength. Even after scrubbing numerous dishes, it keeps going without us having to apply / use more. A quarter sized amount is good enough to take care of a sink full of normal dishes (plates, silverware, cups). For things like baking sheets and greasy pots and pans, we need to pour out a little more detergent, but that's to be expected.

As always, this stuff delivers.

Comment | One person found this helpful. Was this review helpful to you? Report abuse

★★★★★ **But this has been an excellent substitute. I receive this with subscribe and save**

By [Inara](#) on September 12, 2016

Size: Pack of 2 [Verified Purchase](#)

Going to admit that I usually use Dawn dish detergent. But this has been an excellent substitute. I receive this with subscribe and save, give one to my daughter keep on for myself. Good value at a nice price.

Comment | One person found this helpful. Was this review helpful to you? Report abuse

★☆☆☆☆ **Screwed**

By [good buyer](#) on May 3, 2016

Size: Pack of 2 [Verified Purchase](#)

The top was broke off one bottle and the box was soaked,to the point it was delivered in a plastic bag!!!!!! Pitiful

Comment | 6 people found this helpful. Was this review helpful to you? Report abuse

★★★★★ **Great Price, Smells really good.**

By [CYNTHIA](#) on April 30, 2016

Size: Pack of 2 [Verified Purchase](#)

The price is great, it smells really good as I was able to smell it before opening the box as the tops on both bottles were damaged and had spilled out in the box, need to work on the way they package it. Not sure if I will order again or not.

Comment | One person found this helpful. Was this review helpful to you? Report abuse

★☆☆☆☆ **One Star**

By [Janine Ting](#) on January 22, 2016

Size: Pack of 2 [Verified Purchase](#)

Packaged arrived damaged because the cap opened during shipment. Half the product was gone.



Amazon.com
Gift Cards

Millions of items, no expiration
[Shop now](#)

[All feedback](#)

Customer Images



[See all customer images](#)

Most Recent Customer Reviews

★☆☆☆☆ **Screwed**

By [good buyer](#) on May 3, 2016

Size: Pack of 2 [Verified Purchase](#)

The top was broke off one bottle and the box was soaked,to the point it was delivered in a plastic bag!!!!!!!! Pitiful

Comment | 6 people found this helpful. Was this review helpful to you? Report abuse

★★★★★ **Five Stars**

great value buying

Published 22 days ago by [thechef](#)

★☆☆☆☆ **One Star**

By [Janine Ting](#) on January 22, 2016

Size: Pack of 2 [Verified Purchase](#)

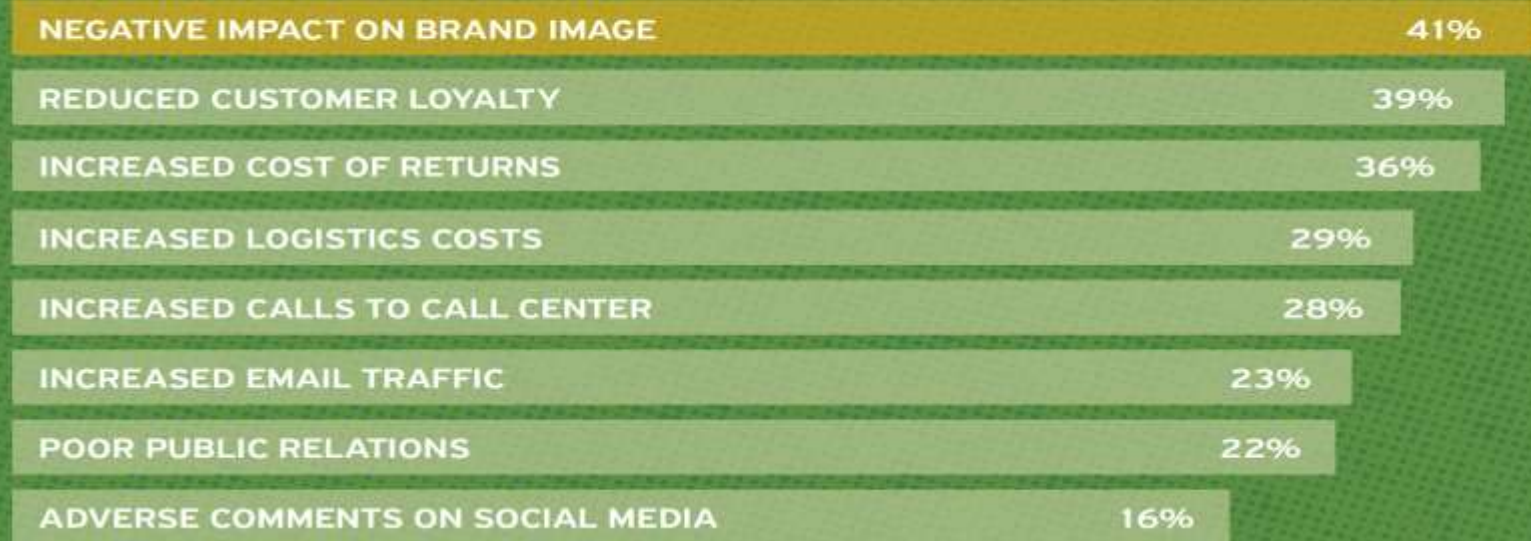
Packaged arrived damaged because the cap opened during shipment. Half the product was gone.



great value

Impact of negative consumer experience

HOW IS YOUR BUSINESS AFFECTED WHEN A SHIPMENT IS LOST, DELAYED OR ARRIVES DAMAGED?



3

Sustainability

What happens with
Sustainability?

SUSTAINABILITY

Giving the World reasons to smile



A word cloud of sustainability-related terms. The words are arranged in a roughly circular pattern, with 'zero waste' being the largest and most prominent. Other large words include 'recycle', 'reuse', 'sustainability', and 'resource'. Smaller words include 'planet', 'future', 'impact', 'reduce', 'behavior', 'rethink', 'compost', 'materials', 'commitment', 'responsibility', 'community', 'educate', 'embrace', 'everyone', 'natural', and 'health'. The colors of the words range from light green to dark green.

recycle planet future impact
reduce behavior rethink
compost reuse sustainability
zero waste materials
responsibility resource community
educate embrace everyone
natural health



Actions to help reduce e-commerce waste

Although each step in this process is important, the sustainability pyramid helps prioritize action, with the top portion—reduce—being most important.

REDUCE

Manufacturers, e-tailers and consumers must continue to find ways to decrease the amount of packaging and filler material used.

REUSE

Consumers can reuse packaging for outgoing shipments, including returns, and repurpose packaging in creative ways.

RECYCLE

Manufacturers should continue to focus on creating packaging using recyclable materials.

RESPONSIBLE DISPOSAL

Manufacturers should emphasize the use of biodegradables when and where possible.

AMAZON DEFINITION OF **CERTIFIED** PACKAGING

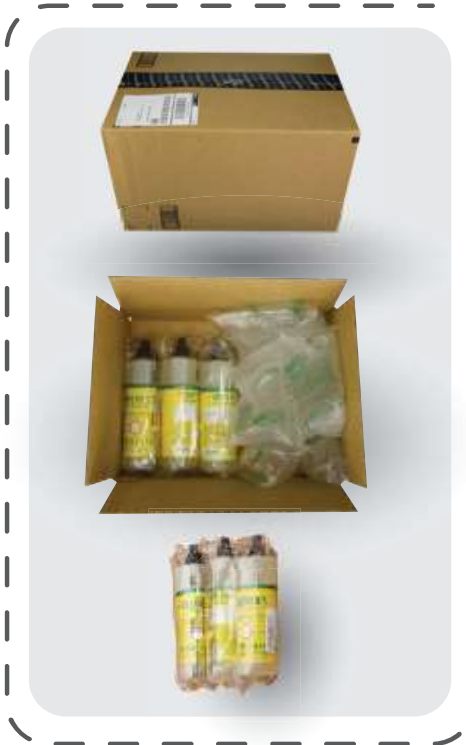


Amazon definition of Certified Packaging

What is **FFP**?

(Frustration Free Packaging)

Amazon definition of Certified Packaging



STANDARD RETAIL

Standard Retail Package		Frustration-Free Package	Change
No	Ships in Own Container	Yes	sustainability
No	Prep Not Required	Yes	sustainability
No	Recyclable Packaging	Yes	sustainability
726	Package Volume (in ³)	336	-54%
1,850	Package Weight (gm)	1,760	-5%
14	Number of Packaging	3	-79%
3	Distinct Packaging	1	-2
67	% Air Shipped	15	-52%



FRUSTRATION-FREE

Liquid seal integrity

Passes drop test (5 drops from 3 feet)

Top, base, longest side, short side, corner

Make sure your products have double-seal or safety seal

Examples of double seal



Examples from Amazon



Amazon SIOC (Ships in own container)

- Ship without an Amazon over-box (>9" x 6")
- No preparation requirement by Amazon
- Minimal damage / Defect rates
- ISTA 6-Amazon SIOC test compliant



Amazon SIOC (Ships in own container)



Examples from Jet.com



Examples from Jet.com



OUR VISION

4

Yesterday

Product
packaging



A PRODUCT IS
JUST A FUNCTION...

Tomorrow

Brand
experience



A BRAND IS AN
EMOTION...

4

CPEX

“The shift to online from retail fundamentally shifts the **branding experience** for packaging”



CPEX

4

Unboxing
experience



4

**Unboxing
experience**



BELLY UP TO THE BOX AND WE'LL COVER YOUR A★★!

844.428.JEAN/bluejeanbox.com

play dress up always accessorize fun
blue jean BOX LIVE life PARTY
YOU Denim jean BAR 970
STYLE #living personal STYLE
what's in your SOUL BELLY UP 2 THE BAR
Get it delivered
we BLUE





Welcome Home!



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FAB SHAVE CLUB

FSC



Shave your way to
a softer smoother
you.

Change Your Blade Each Week



5

Conclusions

**“e-Commerce is
bringing new
constraints”**

5

Conclusions

We need to understand new technological platforms to Innovate and plan effectively for next generation packaging

5

Conclusions

**“Our Packaging needs
3 main Ingredients”**

5

Conclusions

Ingredient 1

**“The right
Packaging”**

5

Conclusions

Ingredient 2

“A great CPEX”

5

Conclusions

Ingredient 3

“Sustainability”

5

Conclusions

**“We need to move faster,
be efficient and cost
effective in this new retail
environment”**



**THANK
YOU!**

