

# Packaging Selection



Packaging is important for protecting your products as well as delivering the right brand experience. Lets look at our process to select the right packaging for your business.

## 01 Customer Experience

The unboxing experience is critical for your ecom business, this is often the first time your customer physically sees and touches your product. This is the place we start when discussing packaging options. What should that experience look like?



## 02 Branded vs Unbranded

Adding branding to your packaging is a good way to increase visibility, drive loyalty and improve the unboxing experience. Branded packaging is normally significantly more expensive than unbranded, particularly when working to larger MOQs than needed.

## 03 Sustainability

Thinking about what happens to your packaging after delivery is an important consideration. We always recommend looking at compostable and recyclable options, as well as looking to purchase items from recycled sources where possible.

## 04 Pricing

We understand the pricing pressures in the market, so will always aim to work within your allocated budget. We will use our aggregated purchasing to find the best deal for you.

## 05 Product Protection

Ensuring that your product is adequately protected for safe travels in courier networks domestically and around the globe is vital to reducing claims and increasing your customers satisfaction.

Working with you we will test and recommend the protection that will ensure the best results in courier networks for your products.



## 06 Packaging Selection

Once we know the characteristics you want in your packaging, we will start to source options from our packaging suppliers that meet your expectations. We use multiple providers to ensure that we have a range of competitive options. Some of the different types of packaging we source include:

- Cartons in standard or custom sizes
- Satchels in a variety of colours, sizes, material (paper vs plastic), and with different protects
- Fill, wrapping and packing materials in different materials and levels of protection.
- Tapes and stickers to seal packages