

# • Sustainability



*steps*

To Improving the Value of Your  
Parcel Packaging Process

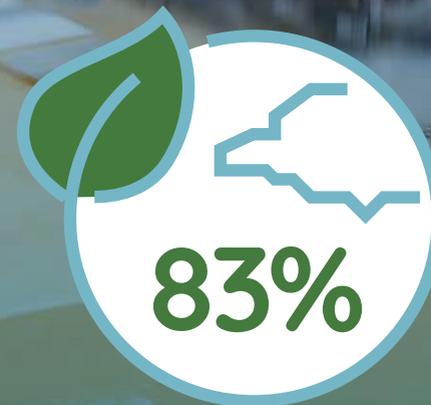
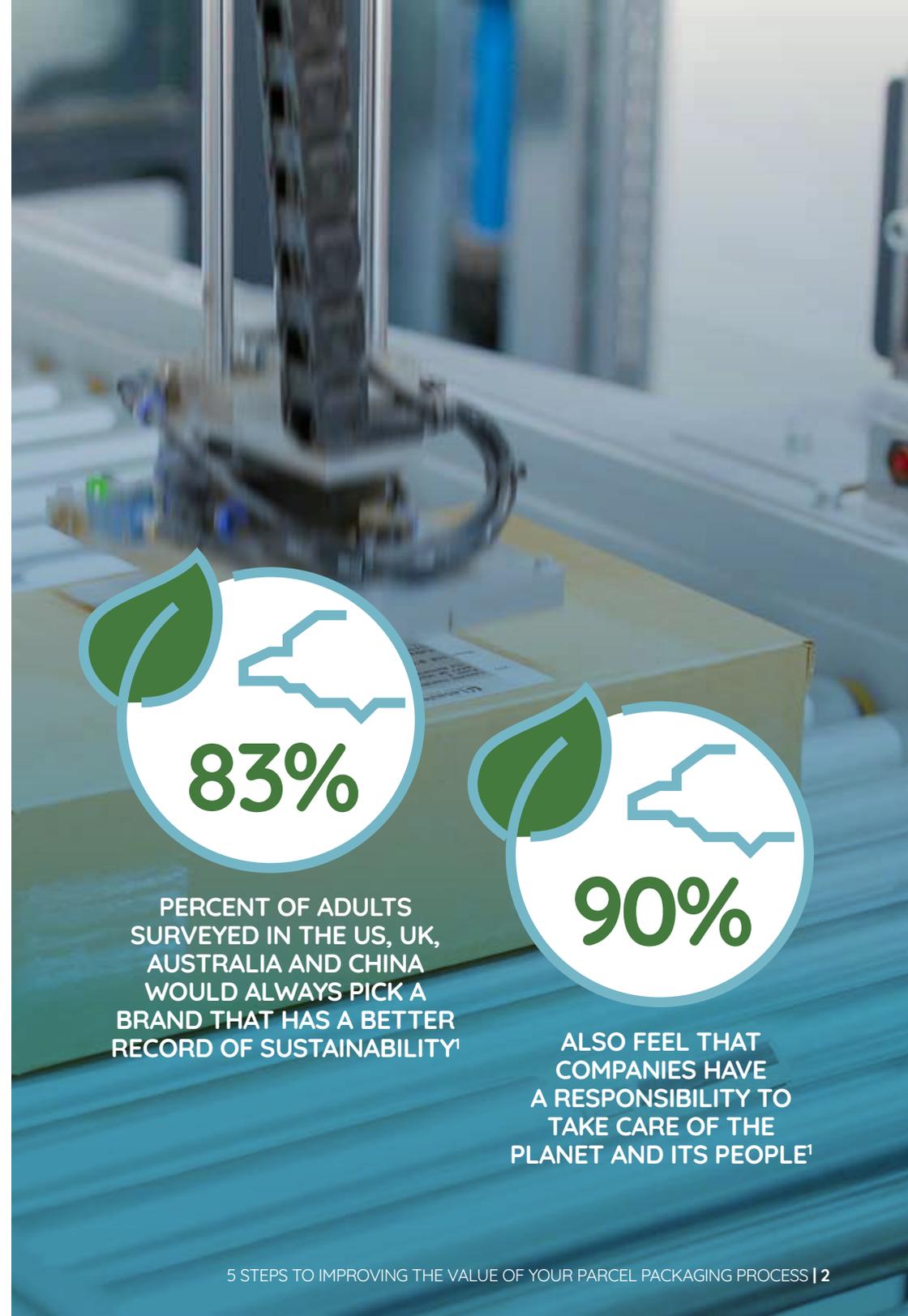
# The list of priorities for shippers today is never-ending

They are constantly checking inventory, worrying about packing orders correctly, and getting the order out the door as fast as possible. All of this is done to achieve record delivery times and meet customer expectations while operating at the lowest possible cost. But in addition to the normal day-to-day in the warehouse, shippers have a new priority – **sustainability**.

Today, a business' commitment to adopting environmentally sustainable practices has become increasingly important to consumers.



<sup>1</sup> J. Walter Thompson - <https://www.jwtintelligence.com>



PERCENT OF ADULTS SURVEYED IN THE US, UK, AUSTRALIA AND CHINA WOULD ALWAYS PICK A BRAND THAT HAS A BETTER RECORD OF SUSTAINABILITY<sup>1</sup>



ALSO FEEL THAT COMPANIES HAVE A RESPONSIBILITY TO TAKE CARE OF THE PLANET AND ITS PEOPLE<sup>1</sup>

# *First impressions count*

**AS WE CONTINUE TO TRANSITION FROM SHELF TO DOORSTEP WITH A GROWING EMPHASIS ON SUSTAINABLE PRACTICES, BUSINESSES MUST INVESTIGATE ALL PARTS OF THE ORDER FULFILMENT DESIGN TO REDUCE THEIR CARBON FOOTPRINT.**

Packaging is the most outward testament to a brand and its commitment to sustainability. When a consumer unboxes your package, how does yours measure up?

Understanding the importance of sustainability is one thing but recognising the steps to get there is another.

Luckily, there are 5 simple and achievable steps to reaching green efficiency and greater cost savings when it comes to your order fulfilment strategy.

# Order fulfilment sustainability

**THERE IS A GROWING NEED FOR INTEGRATING ENVIRONMENTALLY SOUND CHOICES INTO THE ORDER FULFILMENT DESIGN.**

Socially responsible processes are not only good for the planet and the people who live here, they are also good for building positive brand awareness, minimising environmental impact and improving long-term profitability. Order packaging with an eco-conscious claim shows that the company is making a tangible investment in greener solutions.



**OF GLOBAL ONLINE CONSUMERS SAY THEY ARE WILLING TO PAY MORE FOR PRODUCTS AND SERVICES PROVIDED BY COMPANIES THAT ARE COMMITTED TO POSITIVE SOCIAL AND ENVIRONMENTAL IMPACT.<sup>1</sup>**



**OF GLOBAL CONSUMERS SAY THEIR SUSTAINABLE PURCHASE DECISIONS ARE INFLUENCED BY PACKAGING.<sup>1</sup>**

<sup>1</sup> The Nielsen Global Survey

# *The value of sustainability*

**SELLING TO CONSUMERS TODAY IS NOT JUST ABOUT ENABLING THEM TO SHOP ONLINE OR FROM THE PALM OF THEIR HANDS - IT'S ABOUT ORCHESTRATING A FLOW OF COLLECTIVE EXPERIENCES.**

No longer is providing the best product on the market the only factor in a customer purchasing decision. With order packaging and delivery being key components of the post-purchase experience, implementing green packaging and shipping practices can offer a more positive customer experience while creating better fulfilment efficiencies and cost savings.



**OF CONSUMERS FEEL STRONGLY THAT COMPANIES SHOULD HELP IMPROVE THE ENVIRONMENT.<sup>1</sup>**



**OF THE WORKFORCE IS MADE UP OF GEN Z AND GEN X WHO ARE THE MOST SUPPORTIVE OF SUSTAINABLE RETAILERS. WITH THIS COMES SIGNIFICANT SPENDING POWER.<sup>2</sup>**

<sup>1</sup> Sustainable Shoppers Buy the Change They Wish To See in the World, Nielsen - <https://bit.ly/2L3fYZu>

<sup>2</sup> Cheng, S. (2018). Great Expectations: Shipping, CX & Gen Z (Rep.). Neopost Shipping. - <https://bit.ly/2x3Ud3q>

# *How sustainable is your parcel packaging process?*

EVALUATING THE GREEN EFFORTS OF YOUR PACKAGING PROCESS IN TODAY'S MARKET CONDITIONS IS ESSENTIAL FOR IDENTIFYING WHAT NEEDS TO BE IMPROVED IN ORDER TO DECREASE COSTS WHILE BOOSTING SUSTAINABILITY.

## 5 QUESTIONS FOR EVALUATING YOUR PACKAGING PROCESS:

1. Is your packaging process slow, inefficient and costing you money?
2. How 'green' are the products you are using to package and ship your orders?
3. Is your parcel packaging single-use, or can it be repurposed or recycled?
4. What is the carbon footprint, energy usage and waste amounts of your packaging process?
5. Does your packaging process have a net positive impact on the well-being of your business, customers and the world?



*5 steps to creating  
a more sustainable  
packaging process*



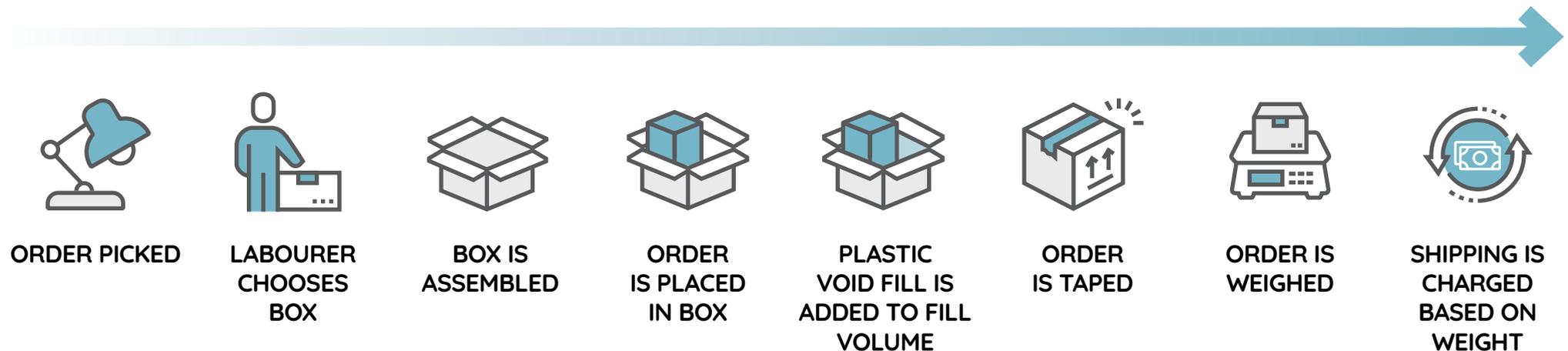
# Determine your sustainability goals

In order to map out a sustainable order fulfilment plan, you must develop a reduce, reuse, recycle strategy with clear and definable goals.

Examine each area of your order packaging operations to determine what processes should be changed and how.



## START WITH AN ABSTRACT OF THE ORDER PACKAGING LIFE CYCLE:



# Eliminate plastic pollution

This is the easiest step as shippers can eliminate plastic packaging and any plastic void fill by switching to only right-sized corrugate boxes that are 100 percent recyclable.

This step alone will showcase the company's commitment to the environment, reduce each packages carbon footprint, and save money and resources in the long run.



**8M TONS**  
OF PLASTIC FINDS  
ITS WAY TO OUR  
OCEANS EVERY YEAR<sup>1</sup>



**EVERY 60S**  
ONE GARAGE TRUCK  
OF PLASTIC IS DUMPED  
INTO OUR OCEANS



PLASTIC POLLUTION  
IN THE OCEAN  
IS SET TO  
**TRIPLE BY 2025**<sup>2</sup>

<sup>1</sup> <https://youtu.be/Rq4P91LaLJ4>

<sup>2</sup> <https://www.oceansentry.org/plastic-pollution-ocean-set-triple-2025/>

# Create fit-to-size parcels



## ABOUT 5600 TREES

CAN BE SAVED ANNUALLY  
FOR EVERY 1 MILLION  
CORRUGATE BOXES THAT ARE  
CUT AND CREASED TO CREATE  
THE PERFECT FOOTPRINT  
FOR THE PRODUCT<sup>1</sup>



To improve sustainability in the warehouse, shippers can create custom-fit parcels to eliminate larger-than-required packages and void fill materials.

Customers will enjoy these fit-to-size parcels as this type of packaging has been found to cause less damage to orders while in transit. In addition to exceeding the customer's expectations, the custom-fit parcel reduces overall shipping costs, requires no void fill and is easy to reuse or recycle.

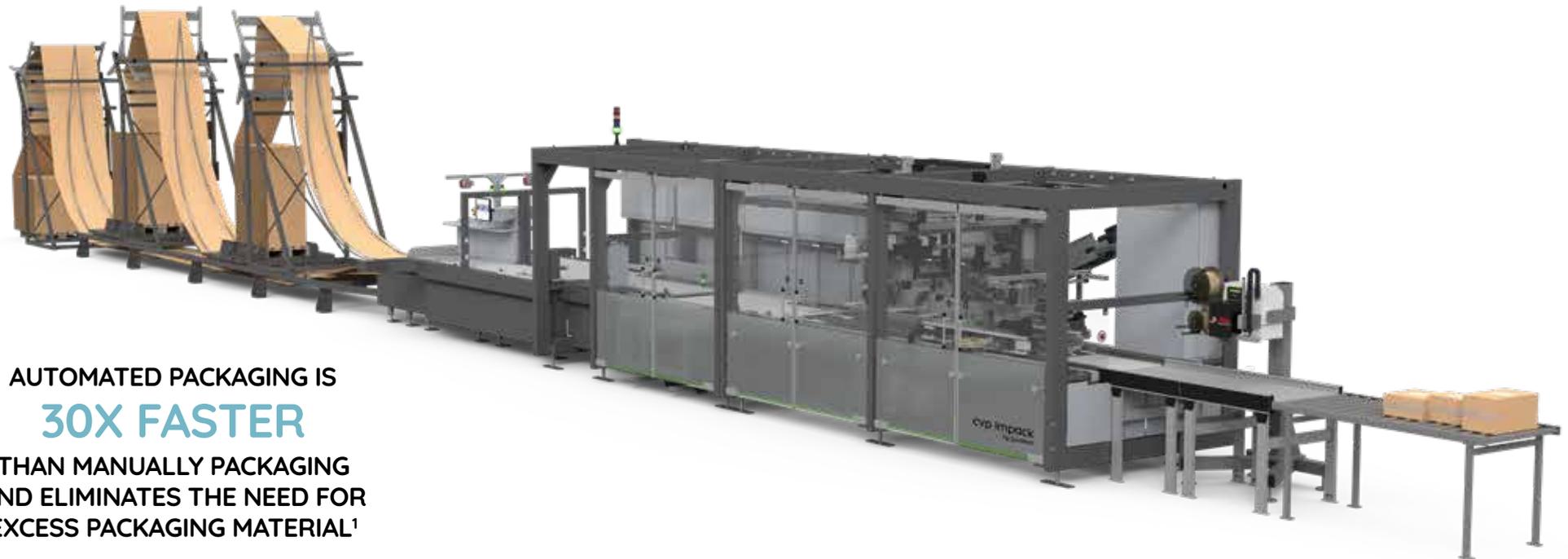
**By creating the smallest package necessary, each parcel uses less volume and shipping materials, saving transportation and material costs.**

<sup>1</sup> <https://youtu.be/Rq4P91LaLJ4>

# *Implement automated packaging solutions*

Manual packing tends to lead to overuse of materials. To create greener warehouse efficiencies, many shippers turn to new systems that can measure, construct, seal, weigh and label every order while creating custom-fit parcels.

This can save shippers time and money, as these packaging solutions can auto-pack single- or multi-item orders in as little as three or seven seconds using only one or two operators. These solutions also reduce the need for many different types and sizes of stock corrugated boxes, as the automated packaging solutions utilises fanfold corrugate for flexible box configurations.



**AUTOMATED PACKAGING IS  
30X FASTER  
THAN MANUALLY PACKAGING  
AND ELIMINATES THE NEED FOR  
EXCESS PACKAGING MATERIAL<sup>1</sup>**

<sup>1</sup> <https://youtu.be/Rq4P91LaLJ4>

# Enhance the unboxing experience

The growing consumer passion for corporate sustainability means order packaging can no longer be about single use. Many shippers often forget how much the unboxing experience affects overall customer satisfaction – and there is an extraordinary volume of content that points to the importance of this step in the process.

Some videos feature the excitement of a customer receiving their order, while others take a more critical point of view with customers speaking out against the online retailers for shipping orders in unnecessarily oversized parcels.

**There are also negative videos mentioning the amount of added void fill used for the order and the use of non-recyclable packaging.**

These videos and posts about a company's lack of sustainability efforts and their negative impact on the environment can harm a business' brand, ultimately swaying potential customers to purchase their items from another retailer – likely one that will offer a more sustainable and positive customer experience.



**47%**  
OF MILLENNIAL  
CONSUMERS USED  
SOCIAL MEDIA AS PART  
OF THEIR SHOPPING  
EXPERIENCE.<sup>1</sup>



**60 MILLION**  
UNBOXING VIDEOS ON  
VARIOUS SOCIAL MEDIA  
CHANNELS SHOWCASE  
THE GOOD, THE BAD  
AND THE UGLY OF ONLINE  
ORDER PACKAGING.<sup>2</sup>

<sup>1</sup> Deloitte Digital  
<sup>2</sup> 2018 E-Pack Summit

## CASE STUDY

# Efficient, eco-conscious auto-boxing

**Internet Fusion Group (IFG)** is a UK-based fast-growing online retailer with a portfolio of niche brands specialising in life-style sporting goods apparel and products.

Established in 2006 with rapid growth through acquisition, the brand has made it their mission to make business simple and sustainable, focusing heavily on their 146,000 sq. ft. distribution warehouse.

The problem IFG faced was similar to that of most businesses, which is manually packing high volumes of corrugate boxes.

The process required multiple packing stations with numerous staff and a wide range of box sizes for packers to choose from.

However, like most packing operations, the match is often far from exact and void fill is usually needed to secure the goods.

Pursuing its quest for green-efficiency, IFG required an updated parcel packaging process that would accelerate throughput and lessen their environmental impact.

When IFG invested in the CVP Automated Packaging Solution, they were now able to auto-pack thousands of custom single- or multi-item orders a day with less labour and no plastic materials.



...HAS REDUCED  
CORRUGATE USAGE  
BY OVER  
**11,000 M<sup>3</sup>**

...REQUIRES  
**92 LESS  
LORRY LOADS  
A YEAR**  
DUE TO A DECREASE  
IN DIMENSIONAL  
SHIPPING VOLUME

...SHIPS  
**99.8%**  
OF THEIR  
OUTBOUND  
PACKAGING  
PLASTIC FREE

# *Steps to implementing a sustainable solution*



## *Evaluate*

your current packaging process to make sure you are boosting the fight against plastic pollution, climate change, and overall sustainability.



## *Identify*

other sustainability opportunities such as materials, packaging automation and customer experience.



## *Consult*

with an automated packaging expert to determine different sustainable solutions and their associated ROIs.



## *Adopt*

a strategy to implement auto-packing technology for an eco-conscious solution that will reduce your carbon footprint while increasing efficiency and costs savings.



## *Communicate*

Once a sustainable strategy has been put into place, don't keep it a secret!

Let consumers, staff and vendors know your business is committed to saving the environment and making responsible choices.

# • Sustainability

**BUSINESSES TODAY ARE UNDER INCREASING PRESSURE FROM CONSUMERS TO REDUCE WASTE AND BE MORE SUSTAINABLE, ALL WHILE WORKING WITHIN CONSTRAINED BUDGETS.**

As consumers grow more conscious about the environmental impact of their purchasing decisions, a sustainable order fulfilment process becomes an integral part of minimising a company's negative environmental impacts.

An automated packaging solution can transform your sustainability strategy by reducing parcel packaging materials and costs while ensuring all steps of the process are optimised for a positive customer experience.

Quadient's CVP Automated Packaging Solution is parcel packaging revolutionised and can save your business valuable dollars while improving the environmental footprint of your business.

