

PACKAGING IN A CHANGING WORLD



HOW TO STAY PRODUCTIVE IN THE NEW WORLD
OF E-COMMERCE, ERGONOMICS AND
ENVIRONMENTAL CONCERNS



“SUDDENLY THE WORLD CHANGED. AND NEW THINKING EMERGED.”

Successful companies understand the importance of planning and processes. They are driving forces in the world of packaging, the constants that create efficiencies. Planning and processes help control costs and prepare the business for success, in the short and long terms.

2020 changed all that. Suddenly, the entire industry was in survival mode. But business is back and there are fresh ideas to help your company prepare for the growing challenges in packaging.

The purpose of this white paper is to identify those challenges and share the latest solutions. It's all about the biggest changes in the packaging process today and the unexpected opportunities they have created.

Right now, companies of all sizes are trying to:

- **Cost effectively adapt e-commerce** for changing applications
- **Implement ergonomics that keep employees safer** in the new workplace and help the company avoid potential litigation
- **Address growing environmental concerns** with packaging options that are affordable and recyclable

The new world of packaging has created an unprecedented opportunity to reassess the status quo.

In fact, with the right resources, it is possible to pinpoint hidden efficiencies in your operations, increase both the safety and productivity of your workplace, and create more rewarding roles for your employees.

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But those good intentions won't materialize if they're not founded on real-world solutions.

This white paper offers a plan for productivity in each area of change, including proven options that will help you address e-commerce, ergonomics and environmental concerns.

It's time to examine a better way forward.

It's time for packaging in a changing world.

TOPICS

Introduction	2
E-commerce	3
Ergonomics	4
Environmental concerns	5
Challenging the status quo...	6
Expert Packaging Evaluation ..	7
About PackSmart.....	8





E-COMMERCE

CHANGES AND CHALLENGES

Customers are getting out again, but shopping from home is here to stay. E-commerce had never before seen the volumes that it hit in early 2020, and it's not slowing down. According to The Kiplinger Letter, e-commerce sales were up 30% in 2020. That's following a 15% rise in 2019. Today, e-commerce commands an 18% share of retail sales.¹

The world has also shifted to e-commerce and shipping for items that were always in-store purchases before. Companies need to find ways to make shipping secure and affordable or they risk losing the sale and the customer.

PLAN FOR PRODUCTIVITY

Packaging methods have changed and options have increased. That's essential right now, with companies seeking safe, secure shipping at the lowest cost per package.

Here are some approaches and resources PackSmart is helping companies implement to maintain or enhance productivity despite e-commerce challenges:

- ☐ Assess alternative concepts for packaging products, such as mailers or paper, to gain the lowest cost per package
- ☐ Ensure more availability of bubble mailers to meet the high demand in e-commerce applications
- ☐ Consider bagging applications as a more cost-effective alternative
- ☐ Determine the most common-sized packages to fit multiple products in an e-commerce individual shipment environment
- ☐ Explore the use of labelers for applicable products
- ☐ Improve voidfill/cushioning options for entire product lines
- ☐ Use Ranpak automation to reduce packing time and materials

EXPERT INSIGHTS: “A SMARTER WAY”

“When it comes to e-commerce, companies have a lot of questions right now. It seems that everyone is looking for a smarter way. That can mean mailers instead of boxes, or foam instead of air pillows. Listen, if there is a smarter way, we will help you find it. And we'll protect your products and customers in the process.”

Jim Randazzo
Senior Account Manager
PackSmart

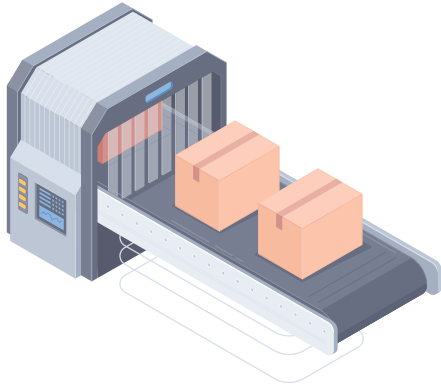
Companies need to make shipping secure and affordable or they risk losing the sale and the customer

REAL-WORLD RESULTS

PackSmart recently helped a major retailer cost effectively ship items that were never e-commerce considerations before, including products in 50-lb. bags.

1. The Kiplinger Letter, June 19, 2020





ERGONOMICS

CHANGES AND CHALLENGES

Repetitive-motion jobs can be an accident waiting to happen.

By performing repetitive tasks, workers run the constant risk of injuries and companies can face potentially significant liabilities, along with the additional cost of lost work time.

Getting workers to embrace personal protective equipment (PPE) has always been a challenge. The addition of more protective wear only complicates the issue. Weather extremes and ungainly PPE mean that workers will be tempted to take shortcuts.

Often, it's simply a matter of time before something goes wrong.

PLAN FOR PRODUCTIVITY

Replacing repetitive motion with automation and making the workplace more ergonomic are more than goals; they've become necessities for mitigating risk.

In addition, when equipment handles the repetitive tasks, companies can redeploy their employees to other, more valuable processes.

Here are some automated resources PackSmart is helping companies implement to maintain or enhance productivity and ensure ergonomics:

- ☐ Stretch wrapping equipment
- ☐ Case sealing equipment
- ☐ Strapping tools
- ☐ Automated bagging
- ☐ Automated labeling
- ☐ Palletizing

EXPERT INSIGHTS: "DON'T RISK IT"

"Here's a scenario that might be very familiar. There's an employee who must go onto the floor and wrap 25-lb. packages by hand. It's hot out there and the PPE they have to wear makes it difficult to move freely. As a result, the employee struggles to stay focused, safe and in compliance. Don't risk it. It's not worth the liability when there is a safer way."

Jim Randazzo
Senior Account Manager
PackSmart

Weather extremes and ungainly PPE mean that workers will be tempted to take shortcuts

REAL-WORLD RESULTS

PackSmart recently replaced repetitive-motion tasks with automated equipment. The result was positive on all fronts: The company is more productive, the risk factors have been significantly reduced, and employees can now perform more valuable jobs.





ENVIRONMENTAL CONCERNS

CHANGES AND CHALLENGES

Customers want to buy from green companies. In a recent Accenture survey, more than 80% of consumers said it was “important or extremely important” for companies to design environmentally conscious products.¹ But it’s not always easy or profitable for companies to respond to these environmental concerns.

Adding to the complexity of this issue can be uncertainty regarding what materials are truly recyclable. Consumers also have strong opinions on this issue. When asked which packaging material widely used today is the least environmentally friendly, 77% of survey respondents said plastic. Paper was considered the most environmentally friendly by 55% of participants.¹ However, practical consumer education is still needed about what materials truly can be recycled and what defines “curbside recyclable.”

PLAN FOR PRODUCTIVITY

The overriding environmental challenge in packaging is to align company practices with consumer preferences for truly recyclable products. In addition, more items are being shipped and packaging is being disposed of due to COVID-19 concerns.

Here are some approaches and resources PackSmart is helping companies implement to maintain or enhance productivity and meet environmental concerns:

- ☐ Find cost-effective alternatives to plastic packaging, which is not truly recyclable
- ☐ Switch to paper packaging that can disintegrate or be eliminated much faster than plastic
- ☐ Choose options that are “curbside recyclable”
- ☐ Reduce damage rates and ultimately mitigate damaged goods waste with the best packaging solution
- ☐ Use Ranpak automation because Ranpak product is easily recyclable

EXPERT INSIGHTS: “THINK CURBSIDE”

“E-commerce is growing. Consumers are more aware of the choices they make. So, what is the best option for companies that want environmentally-friendly and profitable packaging? The term to remember is *curbside recyclable*. That’s the main thing. What constitutes curbside recyclable? In most instances, the answer is paper products.”

Jim Randazzo
Senior Account Manager
PackSmart

The overriding environmental challenge in packaging is to align company practices with consumer preferences

REAL-WORLD RESULTS

PackSmart is helping companies find more environmentally-friendly packaging options without sacrificing the protection of the products they ship.

1. 2019 Accenture consumer preference survey





CHALLENGING THE STATUS QUO

As we have examined, the world of packaging is changing on many fronts.

Companies are forced to address unprecedented e-commerce growth, risky ergonomic challenges, and growing environmental concerns.

Clearly, there is no going back, so it's time to challenge the status quo.

That means finding the practical expertise and proven resources to:

- Use alternative packaging methods to cost-effectively address e-commerce demand and challenges
- Automate repetitive tasks for improved efficiencies, reduced injury and litigation risk, and increased employee value
- Determine how to align consumer preferences and company profitability with more environmentally-friendly packaging

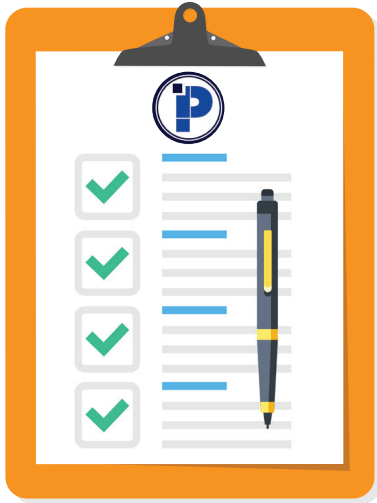
Businesses that leverage this time of change as the opportunity to improve their planning and processes will be much better equipped for short- and long-term success in the new world of packaging.

EXPERT INSIGHTS: “FORWARD FOCUS”

“Right now, our focus is forward. We’re implementing ways to help companies become safer and more productive. Some companies are in a waiting mode...they want to see what happens. But our customers have proven that this is not the time to put everything on hold. They’re looking ahead and taking action.”

Sean Ross
President
PackSmart





EXPERT PACKAGING EVALUATION

PackSmart is ready to help your company make the most of packaging opportunities in a changing world.

It starts with a simple phone conversation with a member of the PackSmart Sales Team. We call this discussion our Expert Packaging Evaluation.

In just 20 minutes, we'll cover:

- ✓ Your current packaging operations and challenges
- ✓ E-commerce and options for more cost-effective shipping
- ✓ Maintaining or growing productivity

To set up your complimentary Expert Packaging Evaluation, please contact our Sales Team at (630) 262-6600 or sales@packsmart.com



ABOUT PACKSMART

PackSmart customers succeed because we challenge the status quo.

We use an exclusive, proven process to find the packaging solutions that best meet your needs. PackSmart also helps our customers capitalize on opportunities, including ones that have been created by the changes in our world.

Our expertise in packaging systems, automation and supplies helps us find a better way. And it's all backed by over 40 years of helping streamline businesses like yours.

Today your business deserves a true full-service provider of packaging solutions that can help you through every challenge.

That provider, and partner, is PackSmart.



SCHEDULE YOUR EXPERT PACKAGING EVALUATION

To set up your complimentary Expert Packaging Evaluation, please contact our Sales Team at (630) 262-6600 or sales@packsmart.com



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