

• Sustainability



steps

To Improving the Value of Your
Parcel Packaging Process

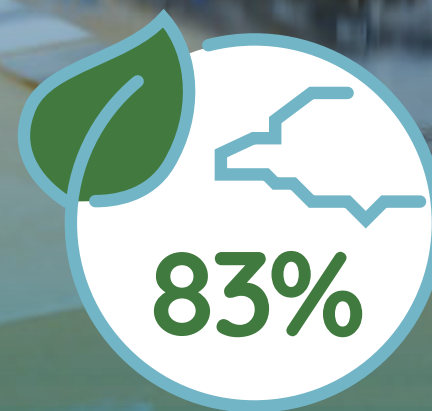
The list of priorities for shippers today is never-ending

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.



¹ 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.¹



ALSO FEEL THAT
COMPANIES HAVE
A RESPONSIBILITY TO
TAKE CARE OF THE
PLANET AND ITS PEOPLE.¹

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.

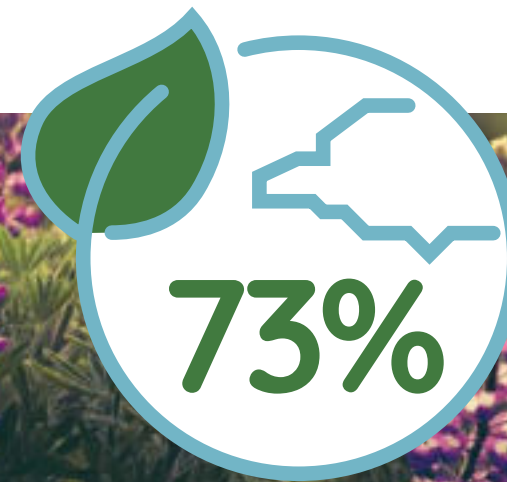
Order fulfillment sustainability

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.¹



OF GLOBAL CONSUMERS SAY THEY'RE WILLING TO CHANGE THEIR CONSUMPTION HABITS TO REDUCE THEIR ENVIRONMENTAL IMPACT.²

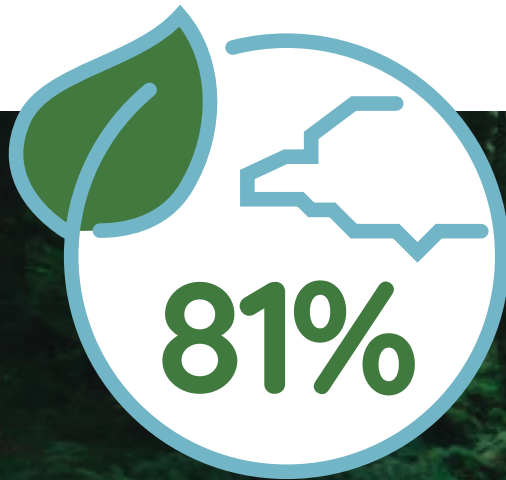
¹ The Nielsen Global Survey

² The Conference Board® Global Consumer Confidence 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's 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.¹



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.²

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

² 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*



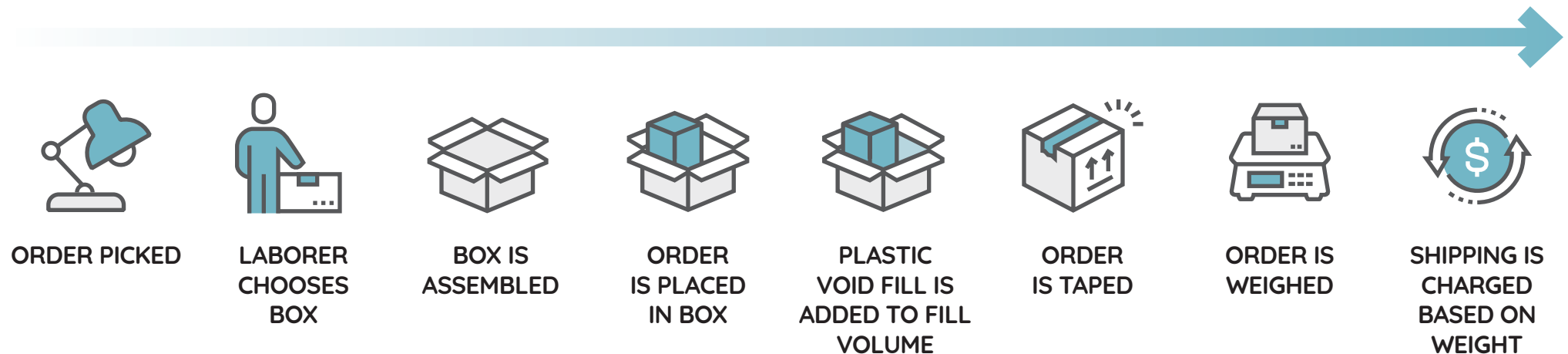
Determine your sustainability goals

In order to map out a sustainable order fulfillment 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 corrugated material that is 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 YEAR¹



EVERY 60S
ONE GARAGE TRUCK
OF PLASTIC IS DUMPED
INTO OUR OCEANS¹



PLASTIC POLLUTION
IN THE OCEAN
IS SET TO
TRIPLE BY 2025²

¹ <https://youtu.be/Rq4P91LaLJ4>

² <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.¹



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.

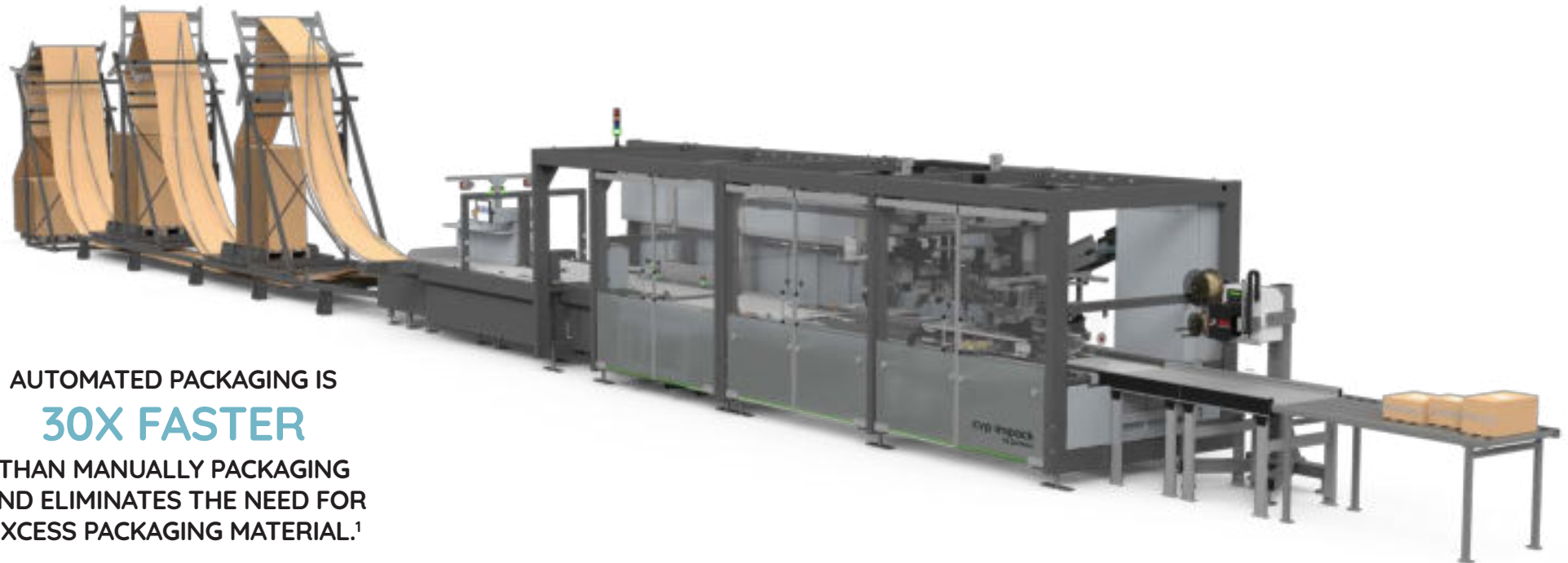
By creating the smallest package necessary, each parcel uses less volume and shipping materials, saving transportation and material costs.

¹ <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-box 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 utilizes fanfold corrugate for flexible box configurations.



**AUTOMATED PACKAGING IS
30X FASTER
THAN MANUALLY PACKAGING
AND ELIMINATES THE NEED FOR
EXCESS PACKAGING MATERIAL.¹**

¹ <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 effects 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.



71%
OF MILLENNIAL
CONSUMERS USED
SOCIAL MEDIA AS PART
OF THEIR SHOPPING
EXPERIENCE.¹



74 MILLION
UNBOXING VIDEOS ON
VARIOUS SOCIAL MEDIA
CHANNELS SHOWCASE
THE GOOD, THE BAD
AND THE UGLY OF ONLINE
ORDER PACKAGING.²

¹ Aleh Barysevich Nov.20, 2020 - <https://bit.ly/2PRKUJz>

² <https://nyti.ms/3sO3o3e>

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-box thousands of custom single- or multi-item orders a day with less labor and no plastic materials.

**INTERNET
FUSION
GROUP**



...HAS REDUCED
CORRUGATE USAGE
BY OVER
40,000 FT

...REQUIRES
**92 LESS
TRUCKLOADS
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-boxing 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.

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



Learn more **+44 77 1508 4108**