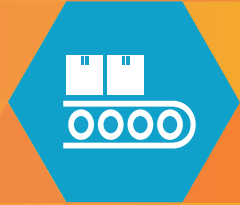


# SOLVING FOR E-COMMERCE



**POLLOCK**

OR  RA



## E-COMMERCE SOLUTIONS FROM POLLOCK ORORA

At Pollock Orora, we help e-commerce businesses close the critical link between packaging and company profitability. Solutions that can increase efficiency, minimize cost, reduce dependence on manual labor and improve customer satisfaction.

Pollock Orora works as a one-stop supplier, so we are able to offer fully flexible solutions that will completely meet your needs. We work in partnership with our customers to supply solutions that add value - a service dedicated to developing packaging and logistics solutions for e-commerce businesses and enabling them to deliver tangible results.

### MEASURABLE SOLUTIONS FOR SUCCESS

- Efficiency
- Cost Savings
- Labor Management
- Customer Experience



## COMMERCE HAS EVOLVED

With more and more consumers purchasing products online, e-commerce is evolving at record speed. Worldwide e-commerce sales are projected to top \$4 trillion by 2020, according to eMarketer.<sup>1</sup> At the same time, the change in dynamics with e-commerce logistics and packaging are creating big opportunities to drive new efficiencies. Optimizing orders is key to being efficient, elevating brand reputation, driving sales growth and capturing market share.

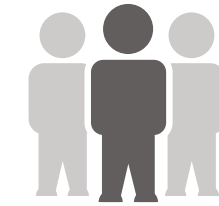
### WHAT ARE YOU LOOKING FOR...?



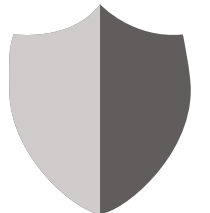
'One Size' to Fit  
Many SKUs



Save Valuable Floor  
Space & Storage



Reduce Labor & Impact  
of Unskilled Labor



Reduce Damage Risk



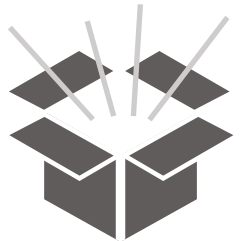
Lower Cost to Ship



Simple Processes,  
Easy to Execute



Increase Speed  
To Customers



Improve Customer  
Experience at Home

*“85% of the cost to deliver a package can be attributed to freight, labor and damage.”*

- Sealed Air Operational Excellence Team



# MORE & MORE SKUs

50x

Difference in SKUs for online vs brick & mortar



When you go to a physical store to shop, you usually only see three or four products on display that you can purchase. There just isn't space to show much more than that, which is why when you go to the same store's website, you see so many more options available. Sometimes as much as 50x the products.

More and more products need more and more space to house it. What do you do when you run out of space? Do you have a viable solution?

# SPACE IS A PREMIUM

3x

More industrial space is required for e-commerce operations

"E-Commerce operations are contributing to upward price pressures on industrial rental rates."

With the rise in e-commerce operations, warehouse floor and work spaces have become a premium. It is a necessity for businesses to plan and evaluate the most efficient use of their warehouse space for their e-commerce operations.

Industrial rental rates are on the rise, so "businesses need to leverage innovations that will allow them to keep up with the requirements of their lines and give them large pockets of warehouse space back," explains Ryan Roberts, Product Care Global Executive Marketing Director at Sealed Air Corporation<sup>2</sup>. This could consist of re-evaluating manual packing areas that are unorganized and inefficient and replacing with ergonomic packaging solutions.



2. "Warehouse Space Continues To Be In Short Supply, An Effect Of Urbanization". Sealed Air. <https://sealedair.com/insights/ecommerce-warehouse-space-short-supply>.

# LABOR IS IN SHORT SUPPLY

5.4 %

Unemployment rate slowly going down in USA

When people shop online, tasks that once filled their days – driving to a store, searching through aisles for product, taking to a cashier and paying for it – are now done by warehouse employees and truck drivers. The growth of e-commerce is shifting retail jobs to warehouse and transportation jobs. Several issues have come about with this shift:

- **Turnover and Absenteeism** - Labor is in short supply as packing operations have the highest turnover rate and highest absenteeism rate. Absenteeism can cause as much as a 30% variation in units scheduled for shipment.
- **Untrained Labor** – High numbers of employees not showing up for work can cause an immediate need for temporary labor. These untrained workers make mistakes and can lead to wasted costs. For example, it is estimated that employees are putting a minimum of 10% too much packaging in every box than is needed. That adds up over time. Also, incorrect order fulfillment leads to a high return rate and low customer satisfaction, which, in turn, hurts the bottom line.
- **Driver Shortages** – Studies show the average age of a truck driver is 49, and many of them are now retiring. This combined with industry turnover in general, has some projections showing a current need for 100,000+ drivers.<sup>3</sup>



3. Chrisman, Ken. "Too Many Malls - Not Enough Warehouses: What Does This Mean For Retailers?" Sealed Air. April 24, 2017. <https://sealedair.com/blog/too-many-malls-not-enough-warehouses-what-does-mean-retailers>.

# DISTRIBUTION CHANNELS ARE CHANGING

BRICK & MORTAR



5 Touchpoints

VS

E-COMMERCE



20+ Touchpoints

Bulk product distribution is playing a smaller role in the supply chain. Instead of large shipments to a retailer, companies are now shipping many smaller boxes directly to the customer. This changes how many human hands actually touch the product before it arrives at it's destination, and the need to package it properly is becoming more and more evident.



# DAMAGES ON THE RISE

 **34 %**

*Online shoppers that have received a damaged product*

Research shows that **34%** of Americans have received a broken or damaged product from an online order. When asked who is to blame for the damage — the retailer or the package carrier — **59%** believe both the retailer and the package carrier are equally responsible for damage to products ordered online.



Regardless of who is to blame, damaged products heavily impact retailers. Over half of Americans say their relationship with the retailer would be impacted in some way if they received a damaged online order.

**38% would consider purchasing from a competitor before purchasing from the retailer again, and 20% would never use that retailer again.**

Along with product damage, tampering and pilferage may also occur if packages are not secured properly. How can businesses increase package security in order to reduce damage risk, tampering and pilferage?

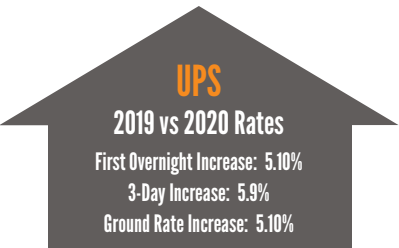
# SHIPPING COSTS CONTINUE TO INCREASE

 **75 %**

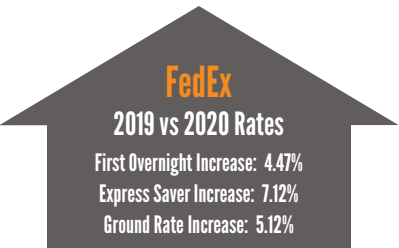
*Shipping rates increase over the past 10 years*

Shipping costs continue to rise and many e-commerce retailers are taking a direct hit to their profits because of the increased costs. Many struggle to recover even half of their freight expenses which continue to rise due to the shortage of truck drivers, freight volume increase, and average carrier rate increases. DIM weight policies can drive those rate increases by an incremental 50%!

**GROUND SHIPPING RATE**  
**↑ 75%**  
OVER LAST 10 YEARS



**GROUND SHIPPING RATE**  
**↑ 81.8%**  
OVER LAST 10 YEARS

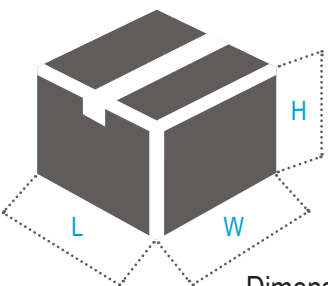


# DIM WEIGHT COSTS ADD UP

Dimensional (DIM) weight optimization is a must for e-commerce business. DIM weight pricing is based on volume versus actual weight of shipments. It is calculated by determining the cubic size of a package – multiplying its length by width by height and dividing by 139.

Driving DIM weight policy changes are a growing number of packages from e-commerce shipments that are not being packed with regard to density of packing. This means that shipping containers are relatively large and lightweight compared to the items being shipped inside the container, which equates to full delivery vehicles that aren't being used to maximum capacity. Every inch of unused or misused space in a cargo area creates a ripple of cost and inefficiency across the supply chain.

**HOW TO CALCULATE DIM WEIGHT**



L = Length in inches  
W = Width in inches  
H = Height in inches

Dimensional Weight (lbs) =  $\frac{L \times W \times H}{139^*}$

\* Divisor could vary depending on carrier size restrictions.

Consumers returning packages and retailers offering free returns need to be aware of these changes too. Consumers often do not take the time to find an ideal box for their return shipments and most use the same box in which they received their original order. This could impact their experience and overall satisfaction with retailers if they believe they are paying too much for returns. It could also drive up costs for retailers offering free shipping.

The good news is that by taking a proactive approach to evaluating packaging based on dim weight pricing changes, companies can not only keep shipping costs down, but also potentially improve product protection, sustainability and customer service through optimized packaging solutions.

# FAST & FREE SHIPPING DEMANDS

 **61 %**

*Shoppers abandon a cart when they realize they didn't qualify for free shipping*



Consumers are eager to receive their orders once they click the check out button on their computers or smart phones. 78% of Americans think retailers should ship their online orders in 24 hours or less. Only 17% are willing to wait between 25 and 48 hours. Just 4% believe that more than 48 hours is an acceptable amount of time to process a shipment for an online order.

What is more important to consumers than fast shipping? FREE shipping. In order to keep pace with the big online retailers, businesses are being forced in many cases to offer free shipping to customers, and that's directly impacting their bottom lines — and not in a good way. The question becomes, do you offer free shipping to increase conversions, taking the hit to margin that comes with it, or do you charge for shipping and maintain higher margins, but lose potential customers in the process? To off-set the cost of free shipping, you can put a threshold, i.e.: free shipping when you spend \$100 or more. Big box store companies use this trick to motivate people to buy more.

# SIMPLE OPERATIONAL PROCESSES

✓ 18 %

Ship from store operations that are actually operating well

The success of e-commerce is largely dependent on having an efficient supply chain. It starts with packaging the product and ends when it is delivered to a customer's doorstep and the package is opened. Execution issues can stem from several different areas of the supply chain.



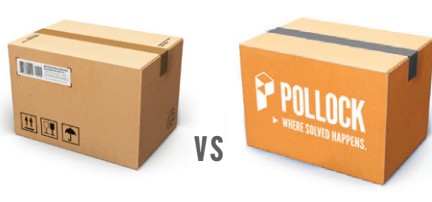
## UNORGANIZED WORK AREAS

- Retail back rooms are unorganized, cluttered & small
- Inefficient order packing stations
- Costly back room innovations



## INEFFICIENT PACKAGING

- Incorrect packing equipment
- Untrained associates packing orders
- Over/under packaged orders leading to higher shipping costs and returns



## INCONSISTENT PACKAGING

- Orders shipped from store look different from those shipped from distribution centers
- Generic, non-economic packaging leads to poor brand experience

# THE UNBOXING EXPERIENCE

📱 58 %

Customers claim that an online unboxing review convinced them to purchase the product

Just a few short years ago, people weren't accustomed to buying things online. Today, people buy everything from groceries and toothpaste to more expensive items, such as computers, and even cars.

The packaging of products plays a significant role in consumer perceptions of retailers. 66% of Americans believe the packaging of their shipment shows them how much the retailer cares about them and their order. Many consumers feel that the packaging of their shipment shows the *value* of the shipment – the better the packaging, the better the product inside. 63% of gifters will even pay more for premium packaging.



*"Unboxing experiences are a powerful tool that can create customer loyalty and even encourage social sharing that could convince new potential customers to try your product."*

Why should you care? **Packaging is social.** 4 in 10 consumers would share an image of a delivery via social media if it came in a unique package. The more people share, the more people click, making each "social share" valued at \$2.56.<sup>4</sup> That adds up! People like sharing great experiences, which can give e-commerce retailers a competitive edge.

So what is "Unboxing"? Simply put, unboxing is what it sounds like: the action of taking a product out of a box. But creating an unboxing experience is so much more than that. Packages should be easy to open, easy to re-use for returns and easy to dispose of. Some packaging concerns include:

- **Over Packaging** – Good or Bad? While 51% of Americans feel extra packaging is worth higher shipping costs, 47% feel it's wasteful and 21% think extra packaging is too expensive. No one wants to struggle with using a sharp knife to open thick plastic packaging that won't budge. People also don't appreciate having to get rid of all of the packaging once they've unboxed their item.
- **Product Damage** – What's the impact? While people may appreciate a beautiful package, if your products arrive damaged, or are difficult to open, your customers will not be happy. People can be finicky and if they find something annoying with opening their package they won't hesitate to leave a bad review, or even not shop with the company again.
- **Packaging Design** – As soon as a customer sees a package on the doorstep, their experience with you has begun. People enjoy receiving presents. So, go ahead and add little extras, like colored tissue paper, custom air pillows, or even a personalized card to make them feel special. From the outside to the inside of the box, e-commerce retailers now have the ability to provide personal touchpoints that can give consumers the ability to instantly recognize their brand, which can be vital in the "unboxing experience".
- **Eco-friendly Packaging** – 94% of Americans believe there are environmentally friendly packaging solutions, but tend to define them in different ways. Some definitions include: easily recycled, made from recycled materials, re-usable for other shipments and biodegradable. Today, there are more and more environmentally friendly options for your packaging needs.



Make sure you use the best of your customers' unboxing moment to create a solid, long-term relationship with them. Their transaction isn't complete when they click the "buy" button. You need to wow them when their package arrives. This may be the difference between a one-time customer and someone who is loyal to your brand and makes repeat purchases.

4. Finn, Greg. "Report: Each Share Is Worth \$2.56 In Revenue & Average Social Orders Are 8.2% Larger". Marketing Land. February 26, 2015. <https://marketingland.com/report-share-worth-2-56-revenue-average-social-orders-8-2-larger-119786>.



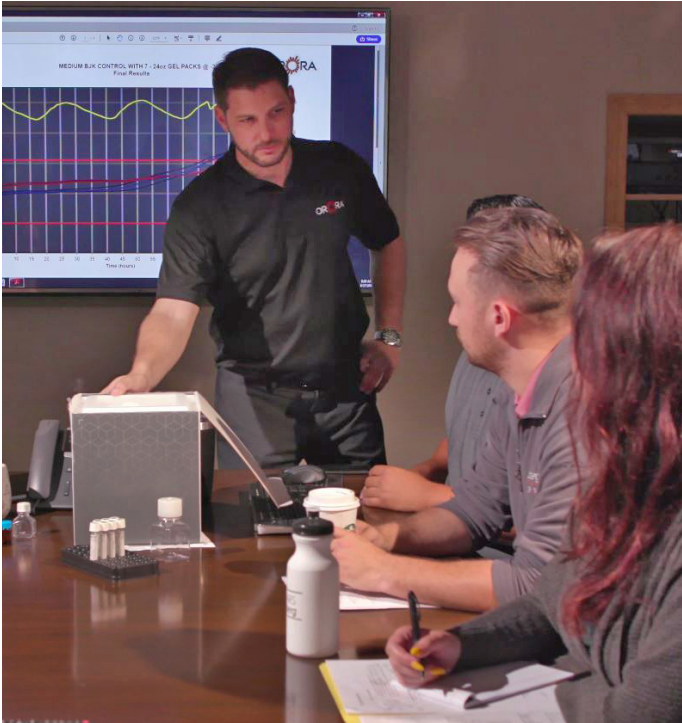
# HOW POLLOCK ORORA SOLVES FOR E-COMMERCE

## E-Commerce Services

### Streamline Your Production Line

Pollock Orora has the solutions to help transform your packing and shipping operations and support you every step of the way.

- Expert Consultation
- Single-Source Supply Capabilities
- Custom Packing and Shipping Systems
- Equipment Set-Up, Training and Maintenance
- Best Practices Consulting
- Capital Investment Options For The Automation Investment
- Supply Chain Optimization



## E-Commerce Supplies

### Meeting All Your Packing and Shipping Needs

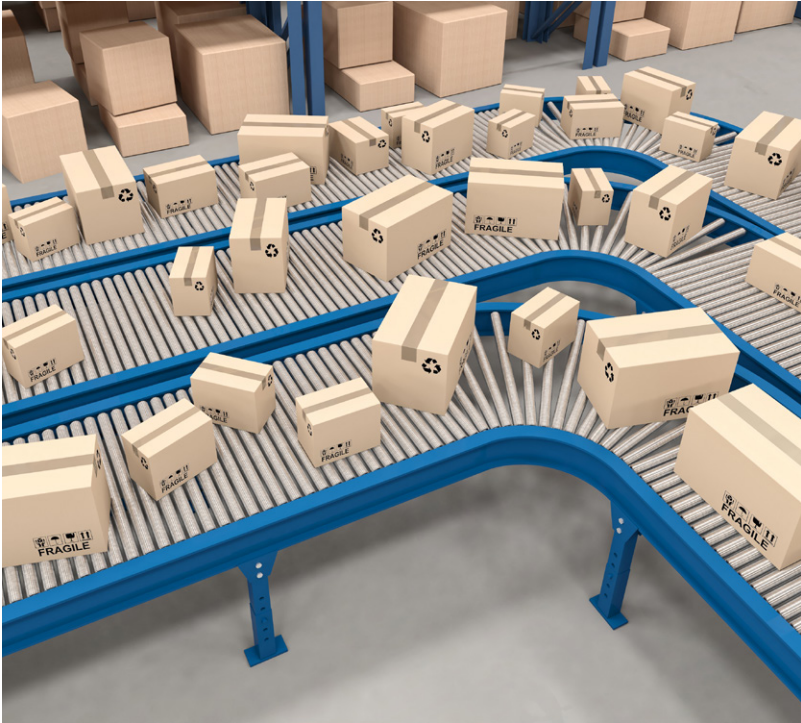
- Boxes, Carton and Tubes
- Envelopes, Bags & Mailers
- Stock & Custom Labels
- Stock & Custom Void Fill
- Shrink Film & Stretch Wrap
- Stock & Custom Tapes and Dispensers
- Sustainable & Eco-friendly Alternatives
- Safety & Janitorial Supplies
- Personalized Promotional Products



## E-Commerce Equipment

### Your All-In-One Automation Solution

- Box Erectors and Tray Formers
- Closure Systems
- Check Weighing Systems
- Automated Conveyor Systems
- Void Fill Creation and Dispensing Systems
- High-Speed Bagging Systems
- Systems Integration
- Fulfillment & Kitting Services



## Automated Solutions Advantages



Minimize Waste  
& Eliminate Filler



Reduce  
Shipping Costs



Optimize Labor



Maximize Capacity



Improve Customer  
Experience

### SOLVED HAPPENED: PROVEN CUSTOMER RESULTS

These are examples of how we made solved happen for packaging customers:

- Increased efficiency from 30% to 300% through the use of more automation and few temporary workers
- Delivered ROI on shipping and packaging automation in under 12 months
- Provided better package design to minimize shipping costs and reduce returns from 8% to less than 1%



Pollock Orora Custom Shipping Solutions



Custom Corrugated

The right packaging goes a long way. It reduces material costs, packs and ships more efficiently and gets noticed. Designing custom corrugated boxes and packaging around the product itself is the key to achieving all these things, and that's what our custom packaging design experts do best. By getting to know what's best for your product and your business, we solve existing packaging problems and bring new packaging ideas to life, and we'll be with you every step of the way.

Custom Bubble and Poly Mailers:

Sealed Air®

Jiffylite® Bubble Mailers and TuffGard® Poly Mailers offer businesses a way to extend brands through custom printing that makes a statement. With so many brown packages being shipped these days, companies that want to set themselves apart and keep the customer coming back for more know that custom mailers make a difference. Put your custom design on Sealed Air's Jiffylite Bubble Mailers and TuffGard Poly Mailers. You can add business logos, photos, or illustrations, and more.

Customizable Packing Stations



Treston Custom Workbenches & Electric Desks:

Treston Packing Stations are customizable – Whatever the variation you need, you can build it from Concept and its modular elements. Modules fit together seamlessly, giving e-commerce businesses an opportunity to create a complete packaging solution. Building packaging combinations from varying, yet standard modules makes it possible to create an ergonomically well-functioning packaging solution which is also robust and economical. No need for costly extra modifications or compromises.



Custom Void Fill Solutions

Sealed Air®



NewAir I.B.® Flex:

NewAir I.B.® Flex™ is the next generation of on-demand inflatable cushioning systems with the agility to produce air cushioning materials ranging from ultra-light for source reduction to heavy duty for damage protection that rivals the performance of foams. From custom shapes and patterns to enhance the consumer unboxing experience to engineered inflatables designed to maximize damage protection, the NewAir I.B. Flex harnesses the power of air to meet the rigorous demands of small parcel shipping.

Bubble Wrap® IB Expressions:

Bubble Wrap® IB Expressions is an on-demand inflatable cushioning solution that delivers brand experience to the consumer's doorstep. Available in vibrant colors and creative patterns, Bubble Wrap IB Expressions can be customized with specific brand elements.

Custom Finishing Solutions

SATO CL4NX Universal Label Printer:



The NX Series represents SATO's next generation of thermal printers with advanced support for barcode symbols, character sets and RFID encoding. The NX Series incorporates value-added features in a world-class design to deliver a printing solution that goes beyond expectations. The printer operates without a PC thus reducing up-front investment costs. Less space is required for the CL4NX by eliminating the computer from the work space and productivity is improved with simple to use applications and less operator training.



3M™ Custom Printed Tape:



Everyone will know exactly who the package came from when you put your company logo or message on everything you send with 3M™ Custom Printed Box Sealing Tape. Every package becomes an opportunity for advertising, handling instructions, tamper evidence and brand enhancement.





# AUTOMATED SOLUTIONS

Automated packaging solutions are designed for fulfillment operations where the goal is to minimize costs: shipping, consumables, and operating, while optimizing productivity.

Pollock Orora has the solutions to help transform your packing and shipping operations every step of the way.

## Stealthwrap™

StealthWrap™ is an ultra-durable cartoning solution that replaces traditional corrugated outer cartons with a 99.9% opaque shipper. StealthWrap helps optimize billable weight, improve fulfillment velocity, enable space savings, and support sustainability initiatives. It comes in several sizes and colors including gray, black, tan, brown and more.



*“One roll of Stealthwrap Cartoning film is equivalent to 1,000 average sized boxes.”*

Sealed Air®

## Autobag® 850S™ Bagger

**Automated**  
PACKAGING SYSTEMS  
NOW PART OF **Sealed Air**



The new Autobag® 850S™ bagger is uniquely designed to provide enhanced packaging productivity for mail order fulfillment applications. Capable of running bags up to 22” wide, this system features a breakthrough bag opening technology that securely grips and holds the open bag in place, creating a large opening for easy loading of single or multi-line orders.

Next-bag-out printing is achieved with an advanced thermal transfer imprinter positioned directly over the next bag to be loaded. This ensures accuracy and efficiency in fulfillment applications that require frequent product and label changeovers, and prevents product queuing. When used with pre-opened bags-on-a-roll, the Autobag 850S ushers in the next evolution of high-quality, reliable and flexible mail order fulfillment packaging, backed by the industry’s most comprehensive engineering and field service network at Automated Packaging Systems.

## 3M-Matic™ Case Sealer 800r3

**3M**

Engineered to manage multiple box sizes, the 3M-Matic™ Case Sealer 800r3 with 3M™ AccuGlide™ 3 Taping Head is a random case sealer that automatically adjusts to a variety of case sizes using tape widths of 36-72 mm wide. This case sealer is built with a consistent case taper that seals at a rate of up to 15 cases per minute. Constructed with a side belt drive and 3M AccuGlide 3 Taping Heads or the new AccuGlide High Speed 4 Taping heads, this carton sealer allows for positive box conveying and protects lightweight cases with its low impact application. 3M carries an entire family of automated case sealers to meet your e-commerce needs.



## Ergopack Robotic Pick & Place Packing Station

**Combi**  
Packaging Systems LLC



To gain efficiencies, robots are being used more frequently in more and more plants for case packing and palletizing because of the increased throughput, vision and cost savings today's robotic technology offers. These same plants are finding that human workers can work right alongside robots, with proper guarding, as they each perform a task for which they are best suited. In partnership with robotic automation provider Motion Controls Robotics, Combi Packaging Systems offers a Robotic Pick and Place Packing feature to fully automate case packing operations that may require verifying lot or serialization numbers, varying pack counts, creating retail ready packages, or automating tasks that are difficult or unsafe for humans.

For more info or to schedule a demo, contact your Pollock Orora Sales Professional or email [info@pollock.com](mailto:info@pollock.com).



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**WE SOURCE, SUPPLY, AND ULTIMATELY **SOLVE****  
**THE BIGGEST CHALLENGES FOR THE**  
****PEOPLE** WHO MANAGE THE PLACES,**  
**MAINTAIN THE SPACES AND SHIP THE THINGS**  
**THAT MAKE BUSINESS WORK.**

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*Winter 2021*

## **POLLOCK ORORA LOCATIONS**

Dallas-Fort Worth, Texas  
1 Pollock Orora Place  
Grand Prairie, TX 75050  
PH: 972.263.0205  
FX: 972.262.4737

Houston, Texas  
14611 Tomball Pkwy  
Houston, TX 77086  
PH: 713.934.6800  
FX: 713.690.7805

Atlanta, Georgia  
8015 Second Flag Dr  
Austell, GA 30168  
PH: 770.803.7800  
FX: 770.803.7826

Fresno, California  
3550 South Willow Avenue  
Fresno, CA 93725

Austin, Texas  
8800 Shoal Creek Blvd, Ste. A  
Austin, TX 78757  
PH: 512.832.5681  
FX: 512.832.0191

San Antonio, Texas  
3802 Binz-Engleman Rd  
San Antonio, TX 78219  
PH: 210.226.5181  
FX: 210.224.9571

Charlotte, North Carolina  
6965 Northpark Blvd, Suite H  
Charlotte, NC 28216  
PH: 704.599.9433  
FX: 704.599.9611

Jamesburg, New Jersey  
111 Interstate Blvd, Ste 200  
Jamesburg, NJ 08831