

## Scaling Operations with Efficient, Sustainable Packaging

A rapidly growing retailer of plant-based soaps and scented items was expanding by launching an e-commerce site. To reach customers directly, they adopted a ship-from-store fulfillment strategy.

### Needs

In consulting with Pregis Packaging experts, the retailer identified key requirements for a protective packaging solution:

**Protect products:** Safeguard fragile items like bath bombs and candles

**Create an unboxing experience:** Employ a paper-based, sustainable packaging solution that aligns with their high-end products and fosters brand loyalty

**Scalable packaging process:** Implement a fast, straightforward and easily scalable packaging process to support their expanding product line and varying order sizes



Damage prevention

### A Custom Solution

Pregis IQ Innovation Headquarters engineers developed a customized, sustainable packaging solution that met the retailer's business needs and fulfillment environment. The design accommodated various product combinations, focusing on six-sided protection to prevent damage from multiple orientations and impacts.

Limited floor space at their ship-from-store locations required a compact solution. Pregis EasyPack® GeoPack™ recycled paper void fill and EasyPack® GeoTerra™ wrappable paper cushioning met this need and aligned with curbside-recyclability requirements.



Brand loyalty

GeoPack ensured top and bottom protection, with items wrapped and secured with three layers of GeoTerra. This proved effective against the rigors of transit, as evidenced by successful FedEx test results. The on-demand availability of these materials also reduced the need for excessive inventory.

### Implementation Strategy

The Pregis team demonstrated the efficacy of the new packaging solution and conducted in-person training to help the retailer implement the new packaging design practices. Step-by-step "how to pack" guides with photos were distributed to ensure consistent application of the packaging process across all locations.



Sustainable packaging

### The Impact

The introduction of the new packaging system successfully prevented damages and standardized their packing process, using solutions that occupied minimal floor space and reinforced the retailer's commitment to sustainability.

