

FachPack 2018

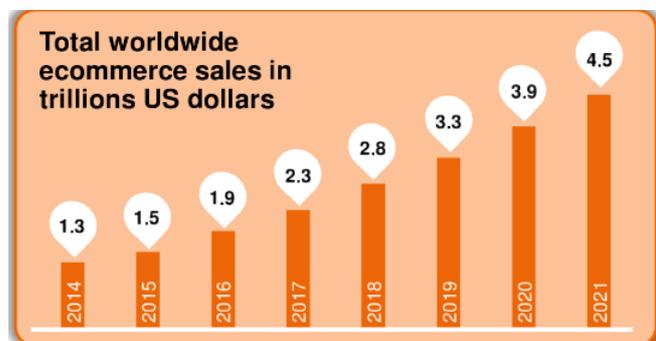
Featured packaging and paper solutions from Mondi

E-commerce packaging evolves: Business growth for e-retailers and effortless e-shopping for consumers

The right packaging helps companies expand online sales and boost customer loyalty

Shopping online – it's a way of life. Today you can order just about anything online, from anywhere, and have it delivered to your door, often in a very short time span. This has also changed the world of logistics.

From its beginnings in the mid-1990s, the e-commerce industry has boomed and spread around the world. In 2017, an estimated 1.66 billion people worldwide purchased goods online totalling around USD 2.3 trillion in value. By 2021 e-commerce sales are projected to reach around USD 4.9 trillion worldwide.¹



“Alongside this strong growth in sales, packaging for e-commerce shipments has evolved considerably in recent years, offering more options for e-retailers and greater convenience for consumers. Consumers also increasingly prefer packaging that is sustainable,” states **Sara Sizer, Communication and Marketing Director, Mondi Group.**

Packaging links online retailers and consumers

Whether you buy something online from a major retailer or a small business, the packaging conveys numerous messages: Has the item arrived safely? Does the packaging make a positive connection to the brand image? Is it easy to open? Can it be reused or recycled?

All of these factors and more are why packaging creates an important link between the e-commerce merchant and the consumer. A positive experience can boost brand loyalty and lead to more orders. Furthermore, online orders increase when the return process is easy and convenient for the end-consumer.²



¹ Statista 2018: <https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/>

² Invespcro 2018: <https://www.invespcro.com/blog/ecommerce-product-return-rate-statistics/>

Competition grows as retailers jump online

Armand Schoonbrood, COO of Mondi Corrugated Packaging, says, “E-commerce is taking up a larger share of the retail market. The expectations of our customers are altering simultaneously, which is why we need to understand our customers such as the needs of end-consumers. While corrugated boxes are still a mainstay, they have become far more functional and sophisticated. Therefore, we offer customised solutions made-to-fit to our customers’ individual needs.”

As e-commerce continues to expand, the competition inevitably gets tougher. Established e-commerce retailers – as well as ‘bricks-and-mortar’ companies seeking to expand by selling their goods online and even start-up companies – simply cannot afford *not* to optimise their e-commerce packaging. For this, Mondi is the ideal partner.



Optimal packaging for efficient fulfilment

So what makes for successful e-commerce packaging? In addition to adequate product protection and a good end user experience, efficiency factors are critical to the seller’s success. We work closely with our customers to determine what type and size of packaging will make their fulfilment process most efficient.

E-commerce shipments may vary a lot in size, even for one merchant. Schoonbrood says: “The versatility of corrugated material offers almost limitless possibilities. We help businesses choose the minimum number of packaging sizes that will give them the greatest flexibility. We also optimise packaging sizes to avoid wasteful over packaging.”

Less packaging and lightweight, even flexible, materials such as our paper MailerBAG result in lighter weight shipments – a significant cost-saving opportunity for many e-commerce retailers.

Speed of filling can also make a difference to a busy ecommerce business. For online wine merchants, we developed **Mondi Vino Box® Sprint**, which can safely ship up to six wine bottles separated by dividers. No additional assembly is needed for this pre-glued, one-piece box with integrated pop-up divider: it simply pops up from a flat pack, instantly ready to fill.



Mondi Vino Box® Sprint

“Our customers benefit from easy handling in their logistic centres, likewise we provide their end consumers with a smooth and effortless online shopping experience when receiving their order,” states Schoonbrood.

More online shopping means more returns

As shopping online increasingly becomes a regular habit around the world, the volume of items returned naturally increases, requiring more effective logistics.

Germany for example, where fashion clothing, consumer media and electronics are the most popular online purchases, is known for a high rate of returns - up to 50 percent, according to some reports.³



To simplify the return process, we offer packaging solutions that can be reused to return items - making returns quick and easy while at the same time reducing packaging waste.

Our **Re(use)** corrugated boxes and **MailerBAG**, for which a patent is pending, are both designed to simplify handling when people need to return goods they have purchased online.

They can simply reuse the same packaging without needing any other packaging material or even tape: the original packaging is ready to go in an instant. This convenience factor, which contributes to a frustration-free user experience, is highly valued by consumers and thus an attractive feature for our e-commerce customers.



Re(use)

MailerBAG

Adding an emotional touch

Plain brown boxes are no longer the only option for e-commerce packaging. In a competitive market, brands can and should use their packaging to convey distinctive messages such as their brand image, luxury or sustainability.

Our e-commerce solutions such as **MailerBAG** offer the chance of premium printing, with a great variety of colours and sophisticated graphic designs. Various colourful designs can be printed on a **MailerBAG** at a lower cost than printing on plastic mailers.

Corrugated boxes can be designed with premium prints on the inside of the box, not only supporting brand awareness and a pleasant opening but also avoiding theft when shipping valuables or premium goods.

Naturally, we aim for our packaging solutions to be as recyclable as possible. Recyclable paper mailers such as our **MailerBAG**, made of sack kraft paper, are a good alternative to non-recyclable plastic mailer bags.

³ <https://ecommercenews.eu/ecommerce-per-country/ecommerce-german>



The right choice for sustainable growth

Online shopping is here to stay. That means more packaging -- but preferably the right packaging that is lightweight, reusable and/or recyclable. **Georg Kasperkovitz, CEO of Mondi Consumer Packaging**, pointed out in a recent article for *Raconteur* magazine, “*At Mondi we focus on reducing material and energy consumption. In ten years we’ve reduced the weight of corrugated boxes by 9 per cent and paper bags by 13 per cent, compared with an industry average of 4 per cent, while increasing strength and functionality.*”

As more companies move into the e-commerce space, the demand for packaging will grow. Mondi can support them in making the right choice of packaging that not only is strong and sustainable, but can help them expand sales, build loyalty and increase the efficiency of their e-commerce business.

To learn more about Mondi’s ecommerce packaging solutions, please visit:

- **Corrugated solutions:**

www.mondigroup.com/en/products-and-solutions/categories/corrugated-packaging/e-retail-packaging/

- **MailerBAG:**

<https://www.mondigroup.com/en/products-and-solutions/categories/industrial-bags/maillerbag/>

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About Mondi

Mondi is a global leader in packaging and paper, delighting its customers and consumers with innovative and sustainable packaging and paper solutions. Mondi is fully integrated across the packaging and paper value chain - from managing forests and producing pulp, paper and plastic films, to developing and manufacturing effective industrial and consumer packaging solutions. Sustainability is embedded in everything Mondi does. In 2017, Mondi had revenues of €7.10 billion and underlying EBITDA of €1.48 billion.

Mondi has a dual listed company structure, with a primary listing on the JSE Limited for Mondi Limited under the ticker MND, and a premium listing on the London Stock Exchange for Mondi plc, under the ticker MNDI. Mondi is a FTSE 100 constituent, and has been included in the FTSE4Good Index Series since 2008 and the FTSE/JSE Responsible Investment Index Series since 2007.

www.mondigroup.com