

Case Study: FillPak TT[®] vs. Airbags



Switch to Paper Packaging Well Received by All

A leading e-commerce retailer who ships nearly 600,000 boxes in one year, which includes a quarter of a million boxes in the fourth quarter, requires a warehouse operation and a packaging system that can cope with such high volumes and fluctuations in demand. In the past, airbags were one of the only choices for operations with decentralized packing stations, but this is no longer the case since the introduction of the FillPak TT[®] void fill system.

In an effort to increase efficiency and productivity, this e-commerce company researched alternative packaging materials. It was during this search that they discovered the FillPak TT void fill system. With FillPak TT, each packer now has their own machine at their own dedicated packing station bringing huge increases in efficiency and productivity.

In addition to the packers and warehouse manager appreciating the new material, through a follow up survey and a comment card placed in the box, the company discovered that their customers were very pleased with the new packaging material. Here are just some of the many positive comments the company received:

Warehouse Manager

"I would say that it is good for us because it is welcomed by our customers, benefits the environment and also has simplified our packing operation, which has improved operational efficiency. It has also cut down on packaging waste, as we used to throw away lots of film that hadn't inflated properly, and we don't have to throw away any paper - it all goes in the boxes!"

Packers

"...it's so much easier for packing small boxes, the airbags are just too big."

"...you just end up bursting the air bags to make them fit, and that's pointless!"

"...half the time the airbag machine doesn't inflate the airbags anyway, the paper is much better and I don't have to walk half a mile across the warehouse to get them anymore!"

"...the paper holds the products in place really well, they used to rattle about with airbags."

"...it takes ages to try to get the right amount of airbags in the box - with the paper you just put your foot on the pedal and it's done - cool!"



Packers at an e-commerce retailer prefer the new FillPak TT packaging material for its ease of use



Customers

"The new environmentally friendly packaging is fantastic. Not only is it good for the environment, but also makes the products easily accessible, please use it for all your parcels!"

"The previous excessive amounts of plastic packaging discouraged me from ordering online so the switch is very welcome. I hope you continue to phase out the use of all unnecessary and non-recyclable materials in your packaging."

"I was delighted to see that you have chosen the environmentally friendly route for your new packaging. I think this is an excellent move. Not only is the paper you use recycled but in itself it is easy to recycle, unlike the plastic which is bulky and not able to be recycled in our area. I was even able to use some of the brown paper to pack a new parcel for myself today - so win, win!"

"The first thing I saw was the brown paper "hugging" my order. It was well protected. All in all, I was very impressed at how quick my order came and how well packaged it was. Keep the new packaging!!"

"My order was packed in the new recycled brown paper - fantastic! It's great to see such a large profile business moving forward to care for our environment. Everything, including glass jars, arrived safely!"

"I am very much in favor of the new packaging in the boxes. The brown paper works well and is much easier to dispose of."



A FillPak TT at each pack station has increased productivity and efficiency

"I think the recycled brown paper is a good idea. My items arrived in good condition. Keep up the good work."

"I am pleased that you are now using environmentally friendly packaging in your parcels."

"I think using recyclable material instead of air filled plastic is a much better idea for both the environment and our rubbish content."

"I thought I'd take the opportunity to say the new packaging is a great idea, it is a commendable move towards helping the environment and my items were securely packaged."

"I much prefer the recycled brown paper to the air-filled plastic packaging."

"My parcel arrived safely today with the new packaging. Nothing was damaged and I welcome any steps to be more environmentally friendly. Thank you."

"The box and brown paper is much better than air filled plastic bags...I can continue to recycle these products again and again."

"I like the brown paper in the boxes, its much better for the environment and easy to dispose of too. I recycle it to send things in the mail."

All in all, the company has been very excited about the overwhelming positive customer response to the FillPak TT paper. They are pleased with their choice and will continue to listen to what their customers have to say.

So, what do you think your customers are saying about the packaging material you are currently using?