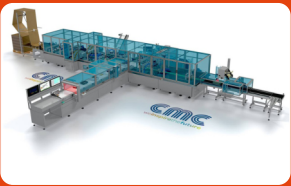


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Packaging for E-commerce

E-commerce business is growing exponentially via online sales which are expected to comprise 14.6% of the total commerce by 2020. With more and more consumers embracing online shopping, the role of packaging becomes pivotal for both the brand as well as for the consumer.

The increment in number of online shoppers calls for the packaging to cope with a huge range of product shapes & sizes. This will require adaptable solutions to secure products that do not correspond to existing sizing standards, which means sellers have to invest in the right kind of packaging solutions.

In the early days of e-commerce, product packaging was unimportant; the only concern was to safeguard the product. But today, this kind of simplistic thinking is unacceptable and can cost you both money and customer's respect.

Using an oversized box crammed with excessive void filler is not an acceptable solution to the much aware customer today. This will not only spike up your shipping cost, make your product prone to damage, but even make the customer annoyed when he finds out that the huge sized carton box contains nothing but only one small product.

Global studies have shown that E-commerce companies ship on an average 40% "Air" which is a huge drain on their bottom line as well.

The simple sounding E-commerce packaging scenario is full of challenges which needs to be carefully addressed.

Firstly, you have to be sustainable, it has become the mantra for any business to grow and flourish. Initially, it may seem to be a task at hand, but it does have its own benefits like time and cost saving and conservation of natural resources, which are an important consideration at every step of supply chain cycle and help you to achieve the goal of being a contributor in the circular economy by being less wasteful and using the packaging material to its minimalism.

Secondly, the un-boxing procedure should be convenient and lastly, in case of the product return it should be cost effective to the vendor.

A product purchased online faces multiple adverse conditions while on the voyage and hence we require a product which is durable and strong as packaging material. Corrugated boxes are the most popularly used e-commerce packaging material.

The Carton Wrap, a unique 3D box making machine can help you to adopt an effective & efficient packaging solution yielding to multiple benefits of reduced waste, cost, damage, and customer dissatisfaction.

Carton Wrap is an automatic carton packaging system capable of creating dynamic cardboard boxes from a continuous fanfold corrugated.

It is especially designed to address the needs of shippers, such as E-commerce and fulfillment companies, that need to procure and stock multiple size boxes to satisfy varying packaging needs.

CARTONWRAP produces boxes from a simple and inexpensive corrugated fanfold in real-time, each one unique and customized for the product to be boxed. The extra corrugated is slit and collected at the site itself and is easily recycled by sending back to the corrugated suppliers.

The real-time format change is managed automatically through product recognition or directly from a database ensuring high flexibility of processing.

Its features entail

- High productivity with speeds of upto 1000 boxes per hour.
- Flexibility to expand the operations to add print systems for logos, trademarks or any other information directly to the box, further allowing each box to be unique.
- The Labeling systems can also be integrated according to shipping method needs.
- The workflow software integrates seamlessly in to the supply chain ERP and hence no manual scanning or intervention is required.

Leading global E-commerce companies have adopted this solution, be it a Fulfillment organization working for an E-Commerce company or an E-commerce company itself both can be benefitted from the solution.

-Priyanka Rathi Verma