

A woman in a yellow shirt and gloves is working on a conveyor belt in a warehouse, handling cardboard boxes. Other workers in yellow shirts are visible in the background, also working on the conveyor belt. The scene is brightly lit, and the focus is on the woman in the foreground.

PACKAGING FOR E-COMMERCE FULFILLMENT

Your partner for speed, satisfaction and savings







Reduce stress. Boost success.

Companies like yours have been facing growing pressures for years, and it's only getting more complex.

Internally, you're dealing with the stresses of variable demand, supply chain volatility, changes in channels and regulations, labor shortages, more SKUs and rising costs.

Meanwhile, your customers and their end consumers are demanding faster deliveries, more protection for their products, and more sustainable, easier-to-open packages—all at a lower cost.

Keeping pace requires high-quality solutions from a packaging expert who can protect your packages as they move from your facility to their front door. Veritiv is here to help.

Let's explore how we can work together to increase your speed to market and delight your customers.

5 challenges that present uncertainty—and opportunity

Rapid change and deep-seated fulfillment challenges create uncertainty, but they also reveal opportunities. If these market waves are impacting your business, let's team up to implement the right solutions so you can ride those waves to success.



1

SUPPLY CHAIN VOLATILITY & DELAYS

Solutions: *Packaging materials and global sourcing, packaging design*

Supply chain disruptions are causing unprecedented delays. With Veritiv, you gain access to an established, global network of suppliers, which creates a built-in contingency plan that enables your company to pivot, continue delivering and circumvent interruptions.



2

CHANGES IN CONSUMER BEHAVIOR & DISTRIBUTION CHANNELS

Solutions: *Packaging design, channel expertise, packaging automation equipment*

Buying behaviors, marketplace requirements and distribution methods have changed, requiring businesses like yours to shift how, where and to whom you sell. Veritiv's packaging experts can advise, supply and equip you for success, including helping your team adapt to penetrate new markets and sell through new channels.

**3**

RISING EXPECTATIONS FOR SPEED & QUALITY

Solutions: *Process design and workflow automation, packaging design, logistics, health and safety solutions*

As customers expect even higher quality and faster delivery, your business must maximize efficiency wherever possible. Veritiv helps you *speed up to keep up*. We can help you reduce delays, minimize waste, improve health and productivity, automate the packaging process, and offload inventory management so you can focus fully on fulfillment.

**4**

CUSTOMER CONCERNS FOR SAFETY, SECURITY & SUSTAINABILITY

Solutions: *Packaging design, packaging materials and global sourcing, sustainability expertise*

Your relationship with Veritiv provides everything needed to address the qualities customers care about most, such as safety, security and sustainability. Count on our team for packaging that prevents contamination, tampering and damage; global sourcing for access to innovative, effective materials; and design that communicates your attention to detail.

**5**

DELIVERING DELIGHTFUL EXPERIENCES

Solutions: *Packaging design, packaging materials and sourcing*

Product packaging must secure its contents and contribute to a positive customer experience. Our team works with you to create exceptional unboxing experiences that maximize customer satisfaction and reduce returns. Even when returns are necessary, we simplify the process—all while helping you comply with marketplace requirements.



Solutions for every stage and many sectors

Much like the products inside, your packaging needs to perform from concept to destination.

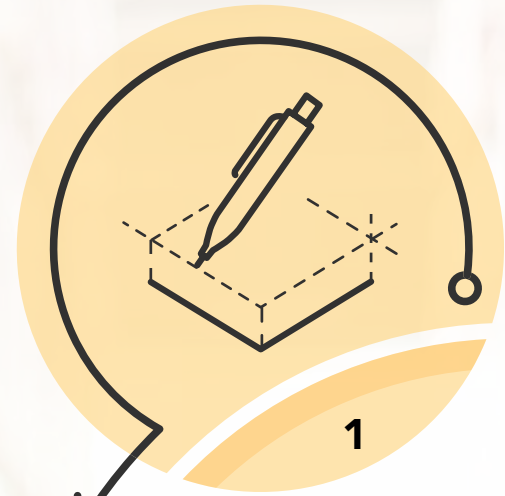
Veritiv helps companies in a wide array of fulfillment environments accomplish this goal, including manufacturers, distributors, retailers, 3PLs and co-packers across product categories, market segments and more. By understanding your business inside and out, our team identifies opportunities across the scope of your entire packaging supply chain, then helps you address them with innovative, cost-effective solutions.



Veritiv's packaging solutions

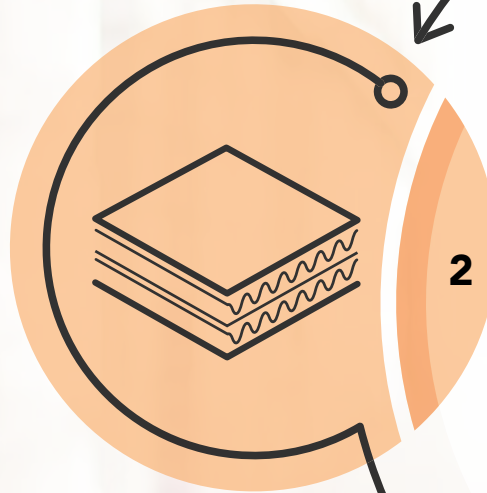
1. PACKAGE DESIGN

- Prevent damage
- Minimize dimensional weight
- Reduce waste, rejects and rework
- Increase speed to market
- Differentiate your product
- Test for resistance to impact, shock, vibration and more



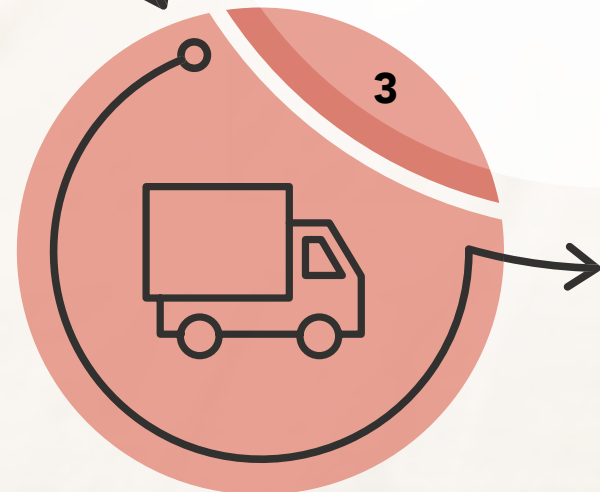
2. PACKAGING MATERIALS AND SOURCING

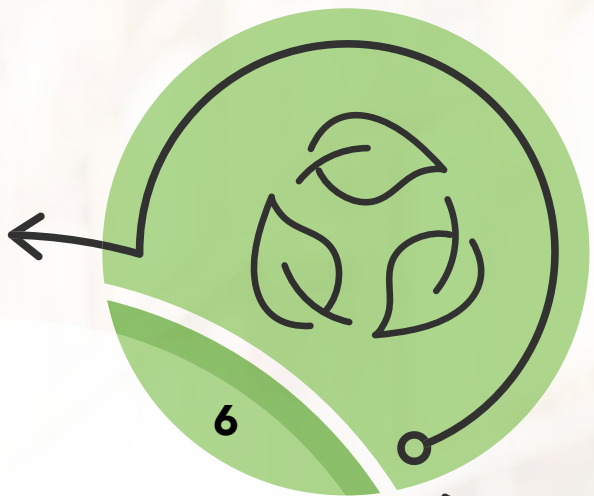
- Determine the best materials for your product, packing environment and transportation scenario
- Source from best-in-class suppliers
- Get every kind of packaging material you may need: primary, secondary and tertiary



3. SUPPLY CHAIN LOGISTICS

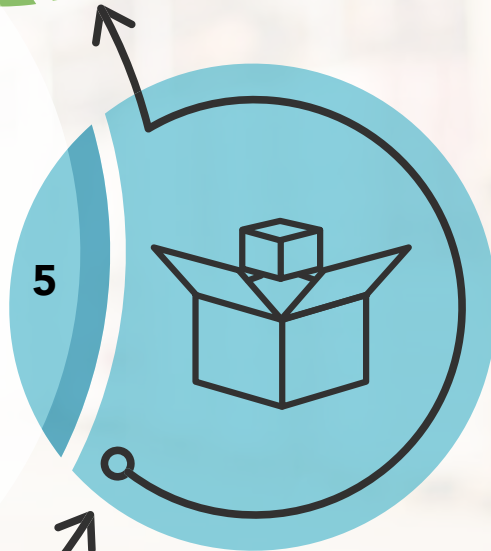
- Count on a large, private fleet of trucks and ~125 warehouses for inventory availability across North America*
- Leverage the world's most advanced tier-one software platforms for supply chain management
- Reduce inventory carrying costs and optimize storage capacity with just-in-time delivery





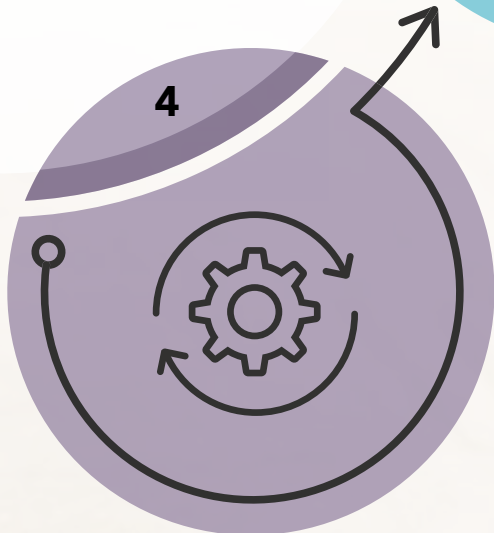
4. PROCESS DESIGN, WORKFLOW AUTOMATION & LEAN EXPERTISE

- Streamline production
- Ensure packaging integrity
- Reduce waste, rejects and rework
- Decrease downtime and labor costs
- Increase speed to market
- Keep employees healthy, happy and safe



5. E-COMMERCE PACKAGING & LOAD CONTAINMENT

- Improve out-of-box experiences
- Differentiate from the competition
- Increase loyalty
- Simplify multi-channel retail
- Increase safety during delivery, unboxing and usage
- Reduce costs while improving performance



6. SUSTAINABILITY

- Reduce material usage, and use fewer substrates with packaging design
- Increase fuel economy by reducing dimensional weight and optimizing logistics
- Use third-party certified packaging materials and sourcing



Hidden opportunities are our specialty

Looking for new ideas to improve results? Beyond meeting your current packaging needs, Veritiv's experts can help identify and implement additional solutions to reduce material and labor costs, minimize waste with LEAN strategies, get new products to market quicker, speed up production and more.

7 AREAS OF OPPORTUNITY



Business

Customers
Products
Locations
Market segments
Distribution channels
Suppliers
Employees



Inventory

Turn
Space
Material flow
Slow movers
Sequencing
Slotting



Complexity

Number of SKUs
Frequency of usage
Package complexity
Workflow complexity
System complexity
& integration



Workflow & Facilities

Material flow
& processing
Bottlenecks
Line balance
Layout
Space usage



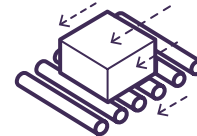
Quality

Packaging components
Printing & labeling
Condition of packages,
cases and pallets
Damage & returns




Safety

Personal protection
equipment (PPE)
Hygiene
Social distancing
Material handling
equipment



Automation

Operational efficiency
Setup times
Throughput
Maintenance



Create an out-of-box experience that's an out-and-out success.

Packaging is crucial for e-commerce customer satisfaction—maybe even more than in traditional retail environments because you can't necessarily rely on a dazzling in-store experience or great customer service to make a good impression. Your packaging has to do the job.

Here are a few ways Veritiv improves your recipient's experience with your brand and the actual product through packaging:

- Design packages to be easy and safe to open
- Show employees how to pack contents intentionally, so that the customer unpacks them in the order that makes the most sense for the product's use
- Print directions on the packaging
- Label parts clearly
- Test packaging for protection from breakage, shock, vibration, temperature, humidity, moisture and tampering
- Leverage materials that are easy to discard or recycle

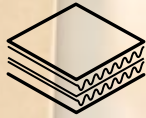
No matter what you're sending, where it's going or who's unpacking it, we can work with your team to design packaging that protects your product, elevates your brand and delights your customers.

Responsible efforts. Sustainable results.

Your packaging and facility present significant opportunities for making a positive impact on customers, employees and the environment.

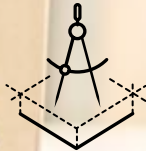
With Veritiv's support and ability to source a wide variety of materials, your team can create packaging solutions that reduce energy consumption, emissions and waste.

SUSTAINABLE SERVICES



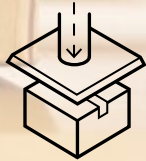
Materials

Source and design with a wide variety of established and emerging reusable, recycled, recyclable and renewable materials—all from local suppliers near your facility or destination.



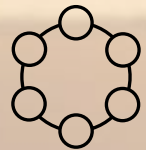
Design and engineering

Fine-tune your packaging supply chain, quickly identify gaps and evaluate expected performance before making a single prototype.



Testing

Validate packaging designs, de-risk new solutions before production and make improvements to your packaging and supply chain.



Life Cycle Analysis Tools

Calculate environmental impacts associated with all stages of a package's life cycle.

SUSTAINABLE PRODUCTS



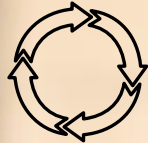
Sourcing

Choose sustainable material options based on origin, processing and manufacturing methods, end-of-life treatment and more.



Recycled content / alternative materials

Reduce consumption of virgin materials and avoid landfills with a wide selection of products with post-consumer recycled (PCR), post-consumer waste (PCW), and pre- and post-industrial waste (PIW).



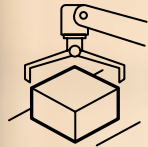
Reusable / recyclable materials

Support responsible consumption and protect the environment with an extensive collection of recyclable and/or compostable packaging, cleaning and facility solutions.



Innovative solutions

Source emerging materials and products that boost results in a responsible way.



Equipment, parts and service

Optimize and fix existing equipment, as well as install new solutions, for optimal performance.



Rigid packaging

Protect valuable products in diverse industries with a wide range of containers, including recyclable bottles, cartons and more.



Order with efficiency and accuracy

Veritiv's e-commerce portal gives you visibility into order history across your entire organization and simplifies the ordering process.

- Check prices and get real-time inventory status
- View online catalogs
- Order for multiple locations or control purchases made by other users at branch locations
- Change, add, track and get proof of delivery for orders
- View and print invoices and purchasing reports
- Create "My Items" lists to speed up repeat orders
- Create custom reports

The right packaging, at the right time, from the right place

With Veritiv's geographic reach, supplier network, industry know-how and technology, your team can reduce inventory carrying costs for packaging materials and meet variable demand with ease.



~125 distribution centers across North America*



~6400 global team members*



~17.4M square feet of distribution space across the world*



#65 private fleet by *Transport Topics**



Let's deliver *and* delight—together

Veritiv is the partner of choice for some of the world's leading brands. We welcome the opportunity to support companies across industries and product categories as they improve speed, savings, scalability, satisfaction and safety.

To learn how Veritiv can help your team increase speed to market and create captivating customer experiences, contact your Veritiv representative, or visit [veritivcorp.com/fulfillment](https://www.veritivcorp.com/fulfillment).



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* As of December 2020

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