



# #PackagingFail

How to avoid costly packaging mistakes and become a unboxing hero

Packaging plays a vital role in all online businesses, from protecting the products when stored in a warehouse through to providing protection in transit to its final stage, arriving with the customer. Products come in many different shapes and sizes and couple that with endless basket configurations, selecting the right packaging range can be tricky. If a customer's order is sent out in what they deem as unsatisfactory packaging this could result in them taking their frustration out by sharing the #packagingfail on social media.

We've researched the top #packagingfails making online shoppers blood boil on social media and have compiled a list of our top tips to help you deliver an Instagram worthy unboxing experience every time.

## #1 Excess Packaging

According to eDelivery the biggest constraint for online retailers regarding their delivery packaging is cost with 74% of respondents saying it's a major or vital concern. The majority of #packagingfails relating to excess packaging show parcels comprising of at least three packaging items; a box, parcel tape and void fill. Three packaging items that have been sourced, stored, compiled and contribute to the final shipping cost. The packaging itself is just one strand of the total cost.

Packaging is a necessary spend for all online retailers and getting this right can save time, money and positively influence sales. A new packaging innovation developed to tackle the issue of excess packaging is the polythene bubble mailing bag. This packaging product offers a fast to pack compact alternative solution to boxes and void fill. Gone is the box assembly time, pesky costly void fill is avoided and as the outer material is polythene it can be branded. Your customer's delicate purchase is inserted into the mailing bag where it is encased in bubble protection, the glue strip offers tamper evident security whilst the polythene outer protects from all weather conditions. An extra bonus for your customer is that they will only have one packaging item to recycle or dispose of.

## #2 Unfit for Purpose

Packaging that is too big, too small, an unsuitable material or is not fit for purpose are just some of the common reasons why a customer deems their experience a #packagingfail. To help get your packaging back into shape answer these questions to assess the fit-ness of your packaging range:

Does your packaging design represent your brand?

What delivery options do you offer to your customers? Is this the delivery location the end destination?

What percentage of your sales are returned?

What are the most common basket combinations?

The answers to these question help to identify what functionality you need from your packaging range and provide the starting point to create your perfect range of packaging items for your brand. As your SKU's and customer buying trends change its good practice to evaluate the performance of your packaging regularly. Duo offer a free packaging audit to find out more click here.

## #3 Single Use Packaging

According to the Royal Mail's annual tracker study, 49% of e-retailers believe a good returns process will make a consumer more likely to be satisfied with their service. Helping customers to re-pack and return any unwanted items can increase the likelihood that they will make a repeat purchase in the future.

The solution is simple: doubling the use of your mailing bags by adding a second glue strip. The second glue strip provides your customer with a ready to use bag eradicating the need for them to purchase an additional packaging item, enables them to quickly send their products back to your inventory and you can rest assured that your item is adequately protected in its journey back to you.

But what do you do with the packaging that has been returned to you? Polythene is as easy to recycle as cardboard and it can be recycled in the UK. Demand for products containing recycled material has soared in recent years yet there is a lack of scrap in circulation. To incentivise businesses to save this precious material from a life in landfill Duo offer to collect polythene scrap and pay a price per tonne.

Recycling your polythene waste makes economic and environmental sense. Find out more about Closed Loop Recycling click here.

Be a #Packaginghero. We can help you find a perfect packaging product for your product range. To arrange a free packaging audit, send an email to [enquiries@duo-uk.co.uk](mailto:enquiries@duo-uk.co.uk) or contact our team on **0161 203 5767**.