

PROTECTIVE PACKAGING SOLUTIONS FOR E-COMMERCE

- E-commerce is the fastest growing segment for most manufacturers today and it is not showing any signs of slowing down anytime soon.
- According to Insider Intelligence, e-commerce revenues are expected to reach over \$1.06 trillion by the end of 2022, a 12% increase from 2021.
- At the end of the first quarter in 2022, 69% of Americans shopped online, and of those shoppers, 47% of them bought their first item on Amazon, according to NPR.org.

FRUSTRATION FREE PACKAGING (FFP)

How it Benefits Consumers

- Easy to open packages result in a better buying experience for the consumer. If the customer is happy, they are more likely to repurchase.
- Consumers care about protecting the environment and want their packaging to have less waste and greater recyclability.
- Consumers expect their shipments to arrive in good condition and packages that arrive damage free result in a better buying experience.

Easy To Open

Less Waste – Greater Recyclability

Guarantee Damage Free Delivery

How it Benefits You

- If a product arrives damaged, you will have the extra cost of a replacement product, labor and/or transportation of that replacement product.
- When the customer receives their shipment in good condition and packages that arrive damage free result in a better buying experience.
- Also, Amazon charges a \$1.99 per package fee for any package that does not meet the frustration free packaging guidelines.

Saves Material and Shipping Costs

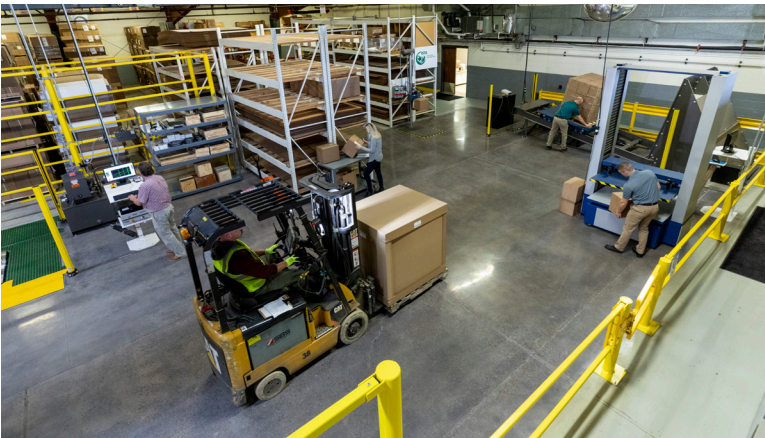
Reduce Damages

Increased Customer Satisfaction

NO Chargebacks!

AMAZON PACKAGING SUPPORT AND SUPPLIER NETWORK (APASS)

Amazon Packaging Support and Supplier Network (APASS) is a network of companies certified to help sellers ensure that their packaging strategy meets the required guidelines.



If you have a project that requires Amazon certification, contact your Packaging account manager about how you can get started. Our packaging engineers will develop a preferred package design for testing, and if the proposed packaging passes all of the test protocols, you will be provided with a test report confirming adherence to Amazon's requirements, allowing you to gain certification through Amazon.

ISTA TESTING LAB

Great Northern's in-house certified ISTA® technicians can test and certify packages and fully loaded pallets in our state-of-the-art ISTA 6 test lab to pre-determine if packages are optimally designed and if modifications are needed.

The ISTA 6 tests expose packages to anticipated conditions and hazards that could be encountered throughout the supply chain and distribution channels.

The ISTA 6 test protocols include:

- Vibration Testing
- Incline Testing
- Material Handling
- Free-Fall Drop Testing
- Compression Testing

