

Leveraging Your Ecommerce Packaging for Unique Customer Unboxing Experiences

When it comes to shipping your ecommerce packages to consumers, a box is a box is a box, right?

If you had asked me that question a few months ago, would have had to agree, but that's before I saw the unique, exciting, protective and sustainable ROLLOR ecommerce packaging solutions!

To date, most if not all apparel purchased online is shipped in boxes or plastic bags, and have to say no matter how well you fold and wrap the clothing with tissue, the trip to the consumer in a box or bag pretty much always results in the messy and wrinkled arrival of garments at your consumer's homes.

This is especially true of higher end quality garments with many ecommerce retailers experiencing very high returns rates, sometimes even up to one third or more of products being returned!

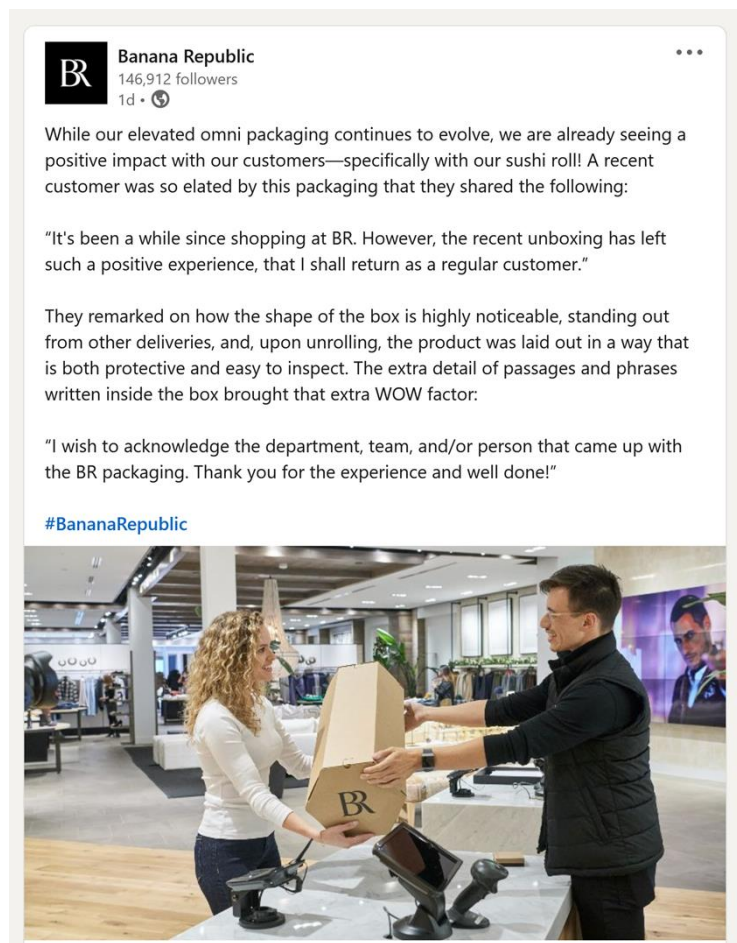
Pleased to now tell you that it doesn't have to be this way, there's another way, a new and exciting sustainable ecommerce packaging solution made of recycled cardboard that literally rolls up like a garment bag!

Not only is this solution sustainable, it can also provide a really cool unboxing experience with your brand's hidden message revealed as the box and garment are unrolled!

But don't just take my word for it, here's what Banana Republic and one of their customers had to say when WOWed by this unboxing experience!

In addition to being WOWed by the unboxing experience, her brand loyalty had clearly been waning and just this sleek and simple packing solution has now restored her faith leading her to state that "I shall return as a regular customer!"

Beyond this, the consumer even took the extra time to congratulate the department, team or person at Banana Republic who discovered and implemented the ROLLOR solution!



The ROLLOR ecommerce packaging is of course great for deliveries, however there's also a handle that slips over the box to make an easy to carry and super cool Buy Online Pickup In Store aka BOPIS solution!



Check out the above shot of the handle and sincerely think any of your customers would really appreciate carrying home their unwrinkled purchase in such a convenient and stylish fashion!

And with Earth Month upon us, the fact that all ROLLOR ecommerce packaging products are made with up to 100% Recycled materials, with any other materials used fully FSC Certified and in addition, all ROLLOR packaging is fully recyclable.

Additionally, all ROLLOR ecommerce packaging items are 100% plastic free, which is a growing issue among ecommerce consumer clients who don't want to continue adding to the global problem of plastic waste.

The below summarizes specifics around ROLLOR's sustainable approach:

- Up to 100% recyclable board with balance FSC certified
- FSC Chain of Custody certified and audited by third party
- United Nations Sustainable Development Goals
- Fiber waste recovery monitoring that extends to fiber supply chain
- Reduction of greenhouse gas emissions – CO2
- Reduction in waste to landfill
- Chlorine and chemical free fiber supply
- Environmentally Sound inks

So all of the above sounds great from incredible customer experience improvement, the WOW factor and built in sustainability, but are there any other hard benefits an ecommerce seller can expect from implementing ROLLOR ecommerce packaging?

The answer is of course an emphatic YES to this, with the most significant benefits accruing around the major reductions in returns ROLLOR clients experience following implementation:

Specifically, RETURNS REDUCTIONS of up to 50% have been experienced by ROLLOR clients!

So not only are your ecommerce consumers MUCH happier upon receiving their shipments from you, they also send them back much less frequently.

There are also DIRECT SAVINGS generated through opportunity to:

- SAVE the Cost of freight to return product to you from Consumer's home
- SAVE the cost of your Fulfillment Center to process the Returned goods
- SAVE the cost to clean, refurbish, press and restock/putaway the apparel or products
- SAVE the Cost for accounting to issue order credits for the returned orders
- SAVE the Cost to acquire new customers to replace those upset with garment condition on receipt

If all of the reasons stated earlier in this article around improved customer experience, loyalty and WOW factor alone are not enough to convince you to proceed, projecting by calculation of these specific SAVINGS items on Returns stated above should most certainly make this a 'no brainer' decision for you!

The number of retailers your consumer clients can select from every time they pick up their phone continues to grow exponentially in both sheer number of competitors, but also as international ecommerce grows with rapid shipments across borders and growth in retailers shipping around the world.

EVERY opportunity to differentiate your business with the WOW Factor of a unique unboxing experience, AND by reducing the costs and complexity of dealing with the messy returns resulting from traditional boxes and bags, screams out to be taken.

Who would ever have thought that rolling up your ecommerce apparel items in a "sushi roll" could be so impactful?

Cheers

Jeff Ashcroft