



Guide to Successful E-Commerce Fulfillment

How to navigate peak season, save money, and have happy customers.

E-commerce is growing steadily year-after-year and businesses are adapting quickly to keep up.

While it's easy for an online shopper to fill a virtual shopping cart with diverse items - like a tackle box, waders, and a fishing pole, for example - the fulfillment center is faced with the challenge of packing unique individual orders containing a variety of items in the most efficient manner possible.

Shipping costs can quickly eat away at profits if packing and fulfillment is not properly managed.

Successful fulfillment means protecting the products while using the most streamlined amount of packaging in an efficient amount of time. If products are damaged in transit, customers are not happy. Damage costs money in returns and re-worked orders. And it costs you customer loyalty.

So, how do you get it right?

Follow this guide to successful e-commerce fulfillment.

PRODUCT PROTECTION

Product protection is at the heart of e-commerce fulfillment. Your customer places an order with the expectation that the products will arrive intact and ready to go. If the products arrive at their doorstep damaged, they'll likely associate that damage - and their disappointment - with your brand, not with the carrier. And they are less likely to trust your shipping process again.

The protective packaging materials you choose will play a critical role in your customer relationships and retention. The right materials will prevent damage, make your products look great, and make your customers feel good about buying from you.

Paper or Plastic?

Paper and plastic void fill materials offer different benefits. **You'll need to consider cost of material, the amount you'll have to use, its environmental impact, and how you store and dispense it into the package.**

The benefits of paper void fill are that it's a recyclable material, it condenses to a sturdy mass, and it's easily flexible to fit around your products.

Plastic void fill features technologies that make the material easy and compact to store so that they only inflate at the time of packing. You end up using less actual material when it's inflated with air or with other fillers that mold around the products.

Both paper and plastic have auto-filler equipment options to help you automate and optimize the packing process.

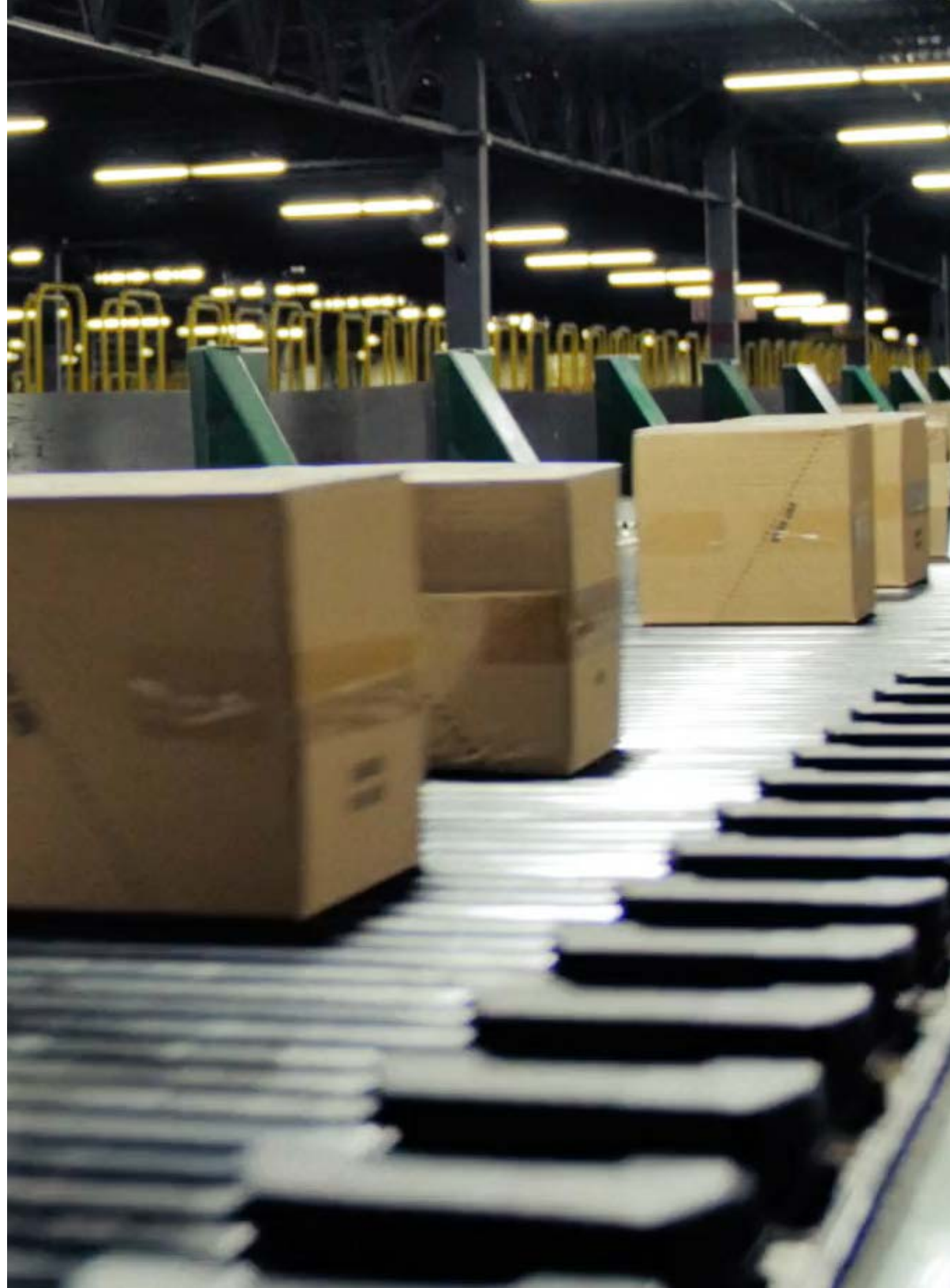


AUTOMATION

Automation in e-commerce fulfillment is a challenge due to the diversity and variety of every order packed. **But with some ingenuity, automation is entirely possible and can significantly help reduce material and shipping costs while still offering optimal product protection.**

Automating your e-commerce fulfillment also helps you become more operationally efficient, especially during peak seasons. It leads to fast turnaround times and requires less manual labor to get the job done.

At Atlantic's Packaging Solution Center, we showcase a variety of equipment options and automated systems to let you test solutions that can work best for you. From case erectors and void fill equipment, to case sealers and labelers - plus the technology to connect them all - we can help you put together a system to streamline your e-commerce fulfillment.



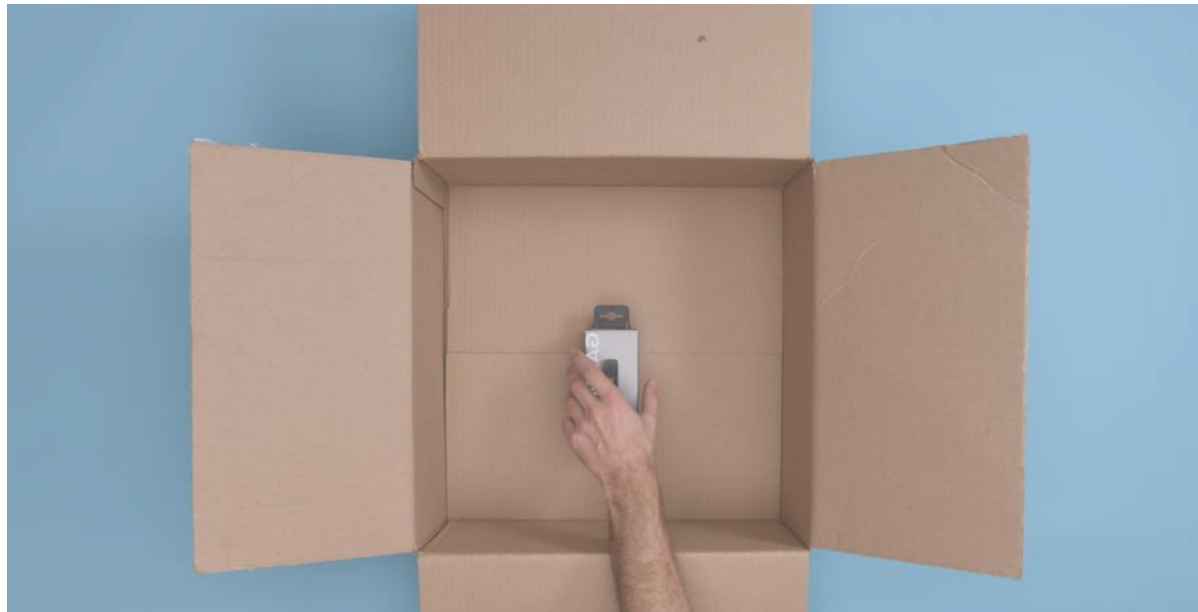
RIGHT-SIZE BOXING & DIM WEIGHT

Choosing the right size box for each and every order is another in the long line of challenges e-commerce packers face. But this choice impacts some important factors that influence both cost and customer experience.

Right-size boxing will optimize the amount of void fill you'll need to protect the products inside, ultimately reducing the materials used for each package. It will also optimize the dimensional weight (or dim weight) of the package which can significantly affect your shipping costs.

And your customers will feel good opening a package that doesn't contain miles of paper or plastic void fill.

With smart automation, you won't have to depend on your packers for choosing the right-size box. An engineered system of barcoding, scanning, and robotic case erecting can choose the right size box for every order while also saving on manual labor and streamlining the process.



CUSTOMER EXPERIENCE

Everything we've discussed so far - product protection, automation, and right-size boxing - all combine to help create an excellent customer experience.

Your customers expect products to arrive intact and with a timely turnaround from the time of their order. With a right-size box and appropriate void fill along with automated and efficient operations, you can easily meet these expectations.

Beyond these basic expectations, you can elevate the customer experience to create a positive association with your brand.

The interest in unboxing videos on YouTube speaks to the anticipation and joy people experience when they receive and open a new package. By exceeding expectations with branded, customized, or cutting-edge packaging, along with special or personalized notes, you can make a lasting impression with your customer and promote greater loyalty and repeat orders.



PUT IT ALL TOGETHER

We hope this guide has given you some great ideas as to how you can successfully set up or even transform your e-commerce fulfillment. We invite you to visit us at the Packaging Solution Center in Charlotte to interact with the materials, equipment, automation

systems, and customer experience ideas we've discussed here. With the right pieces in place, you'll be ready for peak season, you'll be set up for cost savings, and you'll delight your customers with an exceptional e-commerce operation.



CONTACT | Eric Farmer

Address:

Atlantic Packaging
12201 Steele Creek Road
Charlotte, NC 28241

Email: ericf@atlanticpkg.com

Phone: (704) 588-1400

[WEBSITE](#)

