

# A TALE OF TWO PACKAGES

New Study Proves Shipping and Fulfillment Strategy Impacts Price Perception, Customer Loyalty, and Brand Story

This year, more people than ever before are shopping online, leading to fascinating discoveries on packaging solutions and consumer perception.

Improper packaging subconsciously lowers perceived product value and even brand integrity, according to a recent study by Pregis LLC and California Polytechnic State University.

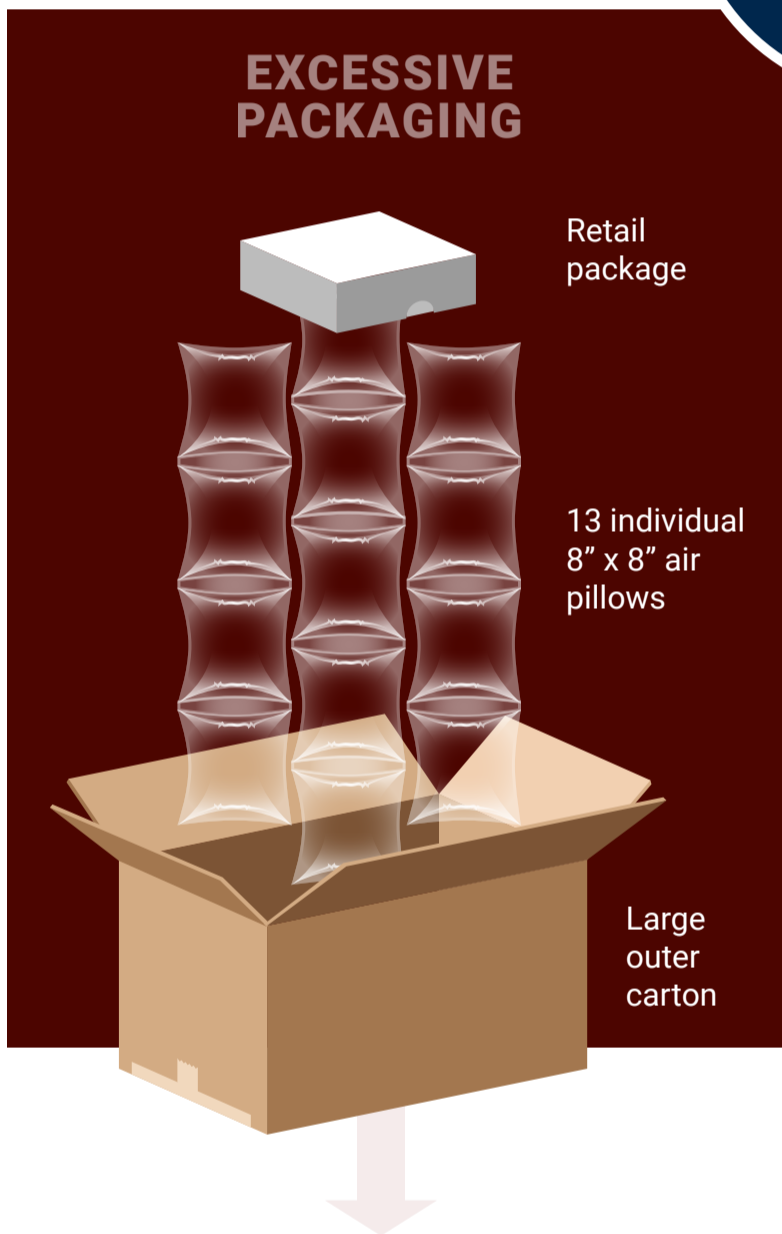
Companies using “excessive” packaging are lowering the value of their products and their brands.

As e-commerce shopping grows in popularity, it’s essential to ensure your packaging tells the right story.

## THE PRODUCT



### EXCESSIVE PACKAGING

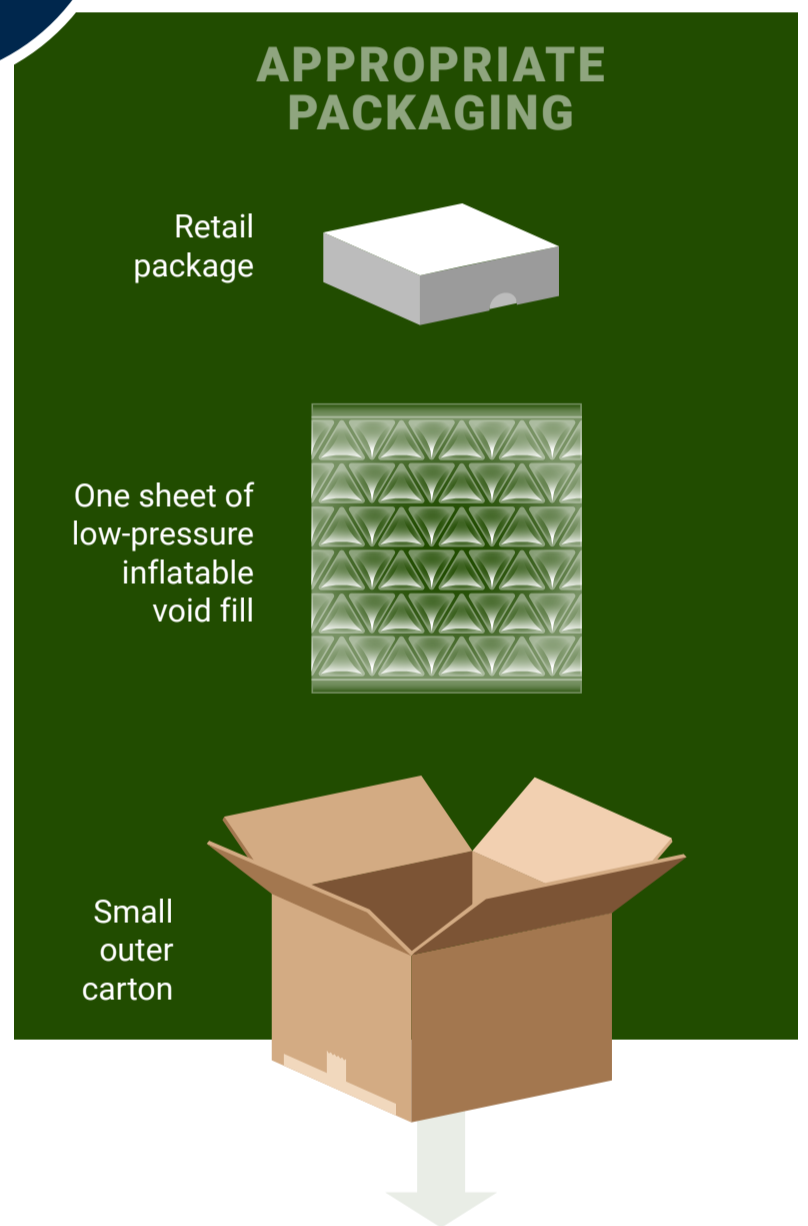


Retail package

13 individual 8" x 8" air pillows

Large outer carton

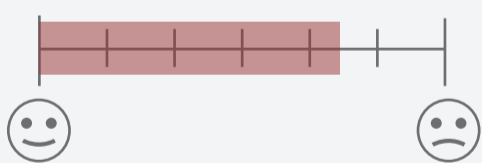
### APPROPRIATE PACKAGING



Retail package

One sheet of low-pressure inflatable void fill

Small outer carton



### THE UNBOXING EXPERIENCE



Packaging was perceived as wasteful



### PERCEPTION OF SUSTAINABLE PACKAGING



38% more sustainable

31% less socially responsible



### PERCEPTION OF BRAND'S SOCIAL RESPONSIBILITY



Brand was viewed as more concerned about the environment



### PERCEIVED RETAIL VALUE

