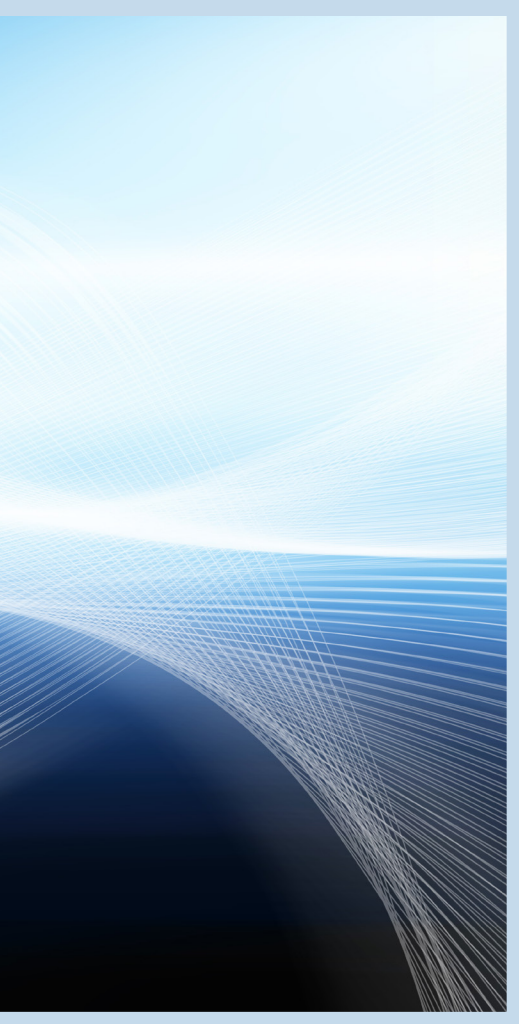




PERFECTING PACKAGING'S PROBLEMS

Ah, packaging. Remember the good old days, when as long as a product was protected in its box, it didn't really matter what the packaging looked like? How things have changed! Now, not only does the packaging impact the customer's perception of the company as a whole (customers often want personalized, engaging, and environmentally friendly material showing up on their doorsteps), we also have dimensional weight charges to worry about, which can send the cost of delivering your package skyrocketing. Not to mention, not all companies can adopt Amazon's fast-and-free shipping model, so packaging can be a way to differentiate oneself from the competition without breaking the bank.

If you assume that all you need to do is ensure that the packaging protects the product, that would be a mistake — one that could cost you customer loyalty. In this special sponsored section of PARCEL, we take a look at some of the leading industry partners who could help you optimize your packaging operations. If you reach out to them, be sure to tell them you saw them in PARCEL.



and most important step of the supply chain is delivery. As such, ProShip offers Packcity Parcel Lockers. This delivery solution allows 24/7 access for customers to receive their orders when it is convenient for them, ensuring complete customer satisfaction. From packaging to shipping to delivery, ProShip's powerful solutions enable goods to be delivered faster, more efficiently, and more cost-effectively than ever before.

www.proshipinc.com



SEALED AIR

We don't just sell products. Instead, we are a knowledge-based provider backed by thousands of scientists, engineers, equipment, application and industry experts, and state-of-the-art laboratories dedicated to delivering tailored solutions for our customers. We create a world that works better by eliminating waste throughout the global supply chain, including wasted material, energy, space, time, labor, and money. Products protected by Sealed Air packaging solutions ship faster and arrive safer because they're backed by decades of powerful data science and unmatched engineering expertise. We believe that customer experience doesn't end with successful delivery. Attractive, protective, intuitive packages that open easily and can be reused or disposed of effortlessly have a lasting impact on customer loyalty and brand reputation — not just our brand, but our customers' brands as well.

<https://sealedair.com>

While Transportation Insight's parcel logistics experts leverage deep domain expertise and multi-modal insight to engineer supply chain solutions outside the box, we don't forget about the box either. Strategically securing those materials at optimal cost through Transportation Insight's group purchasing organization helps shippers improve spend management. Working as a strategic partner to retailers, e-tailers, manufacturers, and distributors, Transportation Insight leverages packaging expertise, market knowledge, specification/service analysis, and an extensive network of supplier partners to procure and implement supply chain secondary packaging materials that improve clients' packaging costs up to 25% while reducing damage claims due to packaging failures.

www.transportationinsight.com/solutions/secondary-packaging/



VALCO MELTON

Since 1952, Valco Melton has been one of the world's leading suppliers of adhesive application and quality assurance equipment. We specialize in the manufacturing, packaging, and sealing of items such as corrugated boxes, cartons, books, bags, and pharmaceutical products across the corrugated, packaging, envelope, folding carton, print finishing, nonwovens, tissue/corewinding, wood, automotive, product assembly, textile, coating, laminating, and bag manufacturing industries. With world headquarters in Cincinnati, Ohio; direct sales, research, and manufacturing facilities throughout North America, Europe, China, and India; along with a network of dedicated distributors through every major continent throughout the world, Valco Melton is present in over 76 countries across the globe.

Valco Melton is grouped into specialized research and manufacturing units to cover a wide variety of OEM, reseller, and end-user needs. Whether it's cold liquid dispensing systems, hot melt liquid dispensing systems, or quality assurance systems, our team is comprised of carefully selected specialists which have contributed to the long-standing success and forefront innovations of our company. Additionally, the members of our Engineered Products Group provide specialized knowledge and solutions for some of the industry's most respected brands who often need equipment and systems custom-tailored to their most specific requirements.

www.valcomelton.com



PROSHIP

ProShip, Inc., a Neopost company, is a global provider of logistics software and product solutions, including enterprise-wide, multi-carrier shipping and manifesting software, automated packaging solutions, and intelligent parcel lockers. The company provides solutions for the entire supply chain to ensure a superior customer experience. With deep relationships with all major carriers, shippers using ProShip's robust shipping software can automatically select the best shipping option for any parcel, saving time and shipping costs. This scalable software also pairs with ProShip's CVP Automated Packaging Solution to package custom-fit parcels in seconds and reduce shipping volume by 50%. But once the order leaves the facility, ProShip knows the job is not complete. In fact, the company understands that the final



TRANSPORTATION INSIGHT

Transportation Insight's Enterprise Logistics Solutions help small package shippers increase business profitability by delivering maximum value realized across the end-to-end supply chain. In an economy increasingly driven by e-commerce and customer service requirements, a thorough review of secondary packaging programs can ensure optimum use of packaging budget and yield opportunities to better protect your products and brand identity in the minds of the end customer. Outside-the-box solutions that improve packaging strategies and materials can deliver a significant impact to the transportation budget — especially for small package shippers seeking alternatives to the traditional cardboard cube.



VICTORY PACKAGING

When you choose Victory Packaging, you have the confidence of knowing that you not only have the best packaging solution for your products, but for your business. We carry out full service packaging solutions that help you stand out, going above and beyond every customer's expectations and every competitor's capabilities. Victory Packaging's world-class Packaging Engineering and Design Solutions Team are problem solvers delivering real value to companies with unique packaging needs. Victory Packaging engineered solutions relieve packaging difficulties by (1) Optimizing outbound freight costs — optimal-sized packaging ships for less; (2) Improving structural design and packaging efficiencies — well-designed material neutral packaging delivers layers of cost savings including reduced loss, improved palletizing, reduced labor, and much more; and (3) Improving process flow — decrease labor costs and optimize your space with right-sized packaging customized to your

needs. Contact Victory Packaging and let us design your custom solution!
www.victorypackaging.com



VISIBLE SUPPLY CHAIN MANAGEMENT

Founded as a fulfillment company with a single warehouse in 1992, Visible has grown to become one of the country's leading providers of shipping, packaging, fulfillment, and logistics. Shipping 127 million packages a year, it now ranks second only to Amazon as a USPS reseller. This bulk buying power, together with Visible's New Blue shipping rates and four bi-coastal warehouses, saves customers up to 41.2% on shipping costs. Custom packaging services further reduce costs by allowing them to rightsize packages, based on carrier size and dimensional weight brackets. Visible works with over 20,000 customers, shipping over a quarter million orders a day, to almost 140 countries, all with proprietary technology that gives customers end-to-end transparent shipment tracking. It does

it all while maintaining a 99.84% fulfillment accuracy rate and a 99.90% on-time shipping record. Visible currently offers companies a free analysis to help them optimize their shipping process and costs. VisibleSCM.com

FEATURED PACKAGING SOLUTION PROVIDERS

PROSHIP

www.proshipinc.com

SEALED AIR

<https://sealedair.com>

TRANSPORTATION INSIGHT

www.transportationinsight.com/solutions/secondary-packaging

VALCO MELTON

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