



BILLERUDKORSNÄS

NYC Shoe Sourcing Summit

Footwear Packaging Updates

07.20.2022 Ryan Gaither



Managed Packaging at a Glance

Serving 2,800
OEM/Factories



China,
Indonesia,
Vietnam,
Cambodia,
India,
Bangladesh

80+
Supplier
partners



209 million
boxes delivered
in 2021

Today's Topics

Supply Chain Optimization



D2C Packaging



Supply Chain Efficiencies thru Optimization

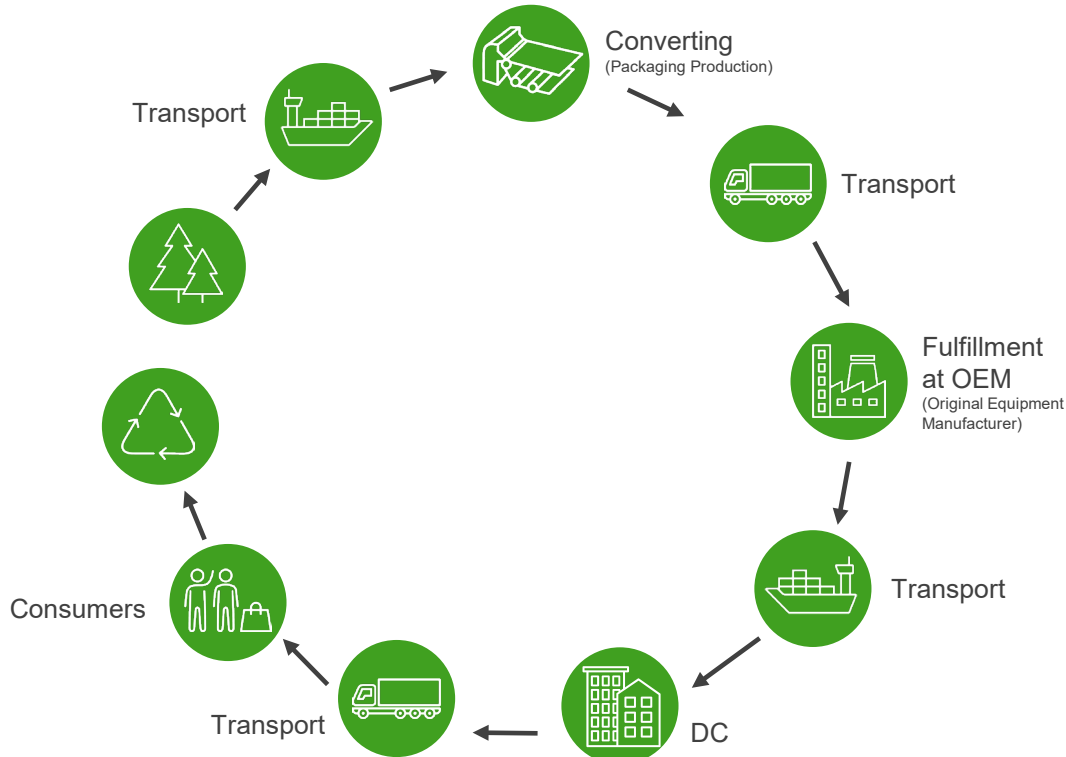


- ④ How efficient is your carton suite?
- ④ Think “Goldie Locks” Zone
- ④ Switching from double-wall master cartons to single-wall cartons alone will save 15% in freight spend
- ④ Boost distribution center efficiencies
- ④ Status quo no longer acceptable

“If you’re a brand that’s going back to normal, you’re going to be behind”

- Mike Grams Taco Bell president and global COO

Effects of Optimization thru the Supply Chain



- ⊙ **Reduce Material**
 - > Changed board compositions
 - > Optimized sizing
 - > Less dunnage

- ⊙ **Total Optimization**
 - > Container Efficiency
 - Fill Rate
 - > Storage Efficiency
 - Fill Rate

- ⊙ **Environmental Savings**
 - > Less CO2 emission
 - > Less freshwater usage
 - > Less shipping containers

Efficiency Equals Sustainability



“Sometimes I’m in the mood for a taco and a quesadilla, but then opt for the 5-layer burrito, in order to minimize both cost and food packaging”


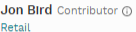
- Ryan Gaither, Taco Bell Enthusiast

E-com Packaging Headlines


Forbes Billionaires Innovation Leadership Money Consumer Industry Lifestyle

29,877 views | Jul 29, 2018, 09:37am

What A Waste: Online Retail's Big Packaging Problem

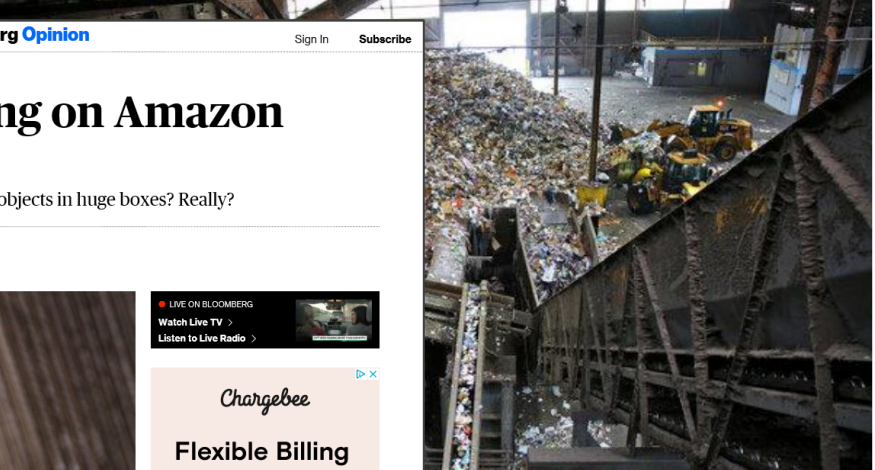
 **Jon Bird** Contributor 
Retail

f Americans love online retail – the channel grew 10% while all retail rose 3.8%. We love the speed and convenience of the ‘just-got-a-gift’ feeling of boxes turning up on our door too – one fan back in 2014 remarking, “I’m in a n... with #amazonprime.” But love, as they say, is blind turn a blind eye to the environmental cost of online comes to packaging.



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E-Commerce: Convenience Built on a Mountain of Cardboard



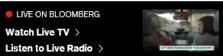
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Business


Why We're Choking on Amazon Cardboard

Do e-commerce companies *have* to ship small objects in huge boxes? Really?

By Leonid Bershidsky
September 17, 2018 4:00 AM



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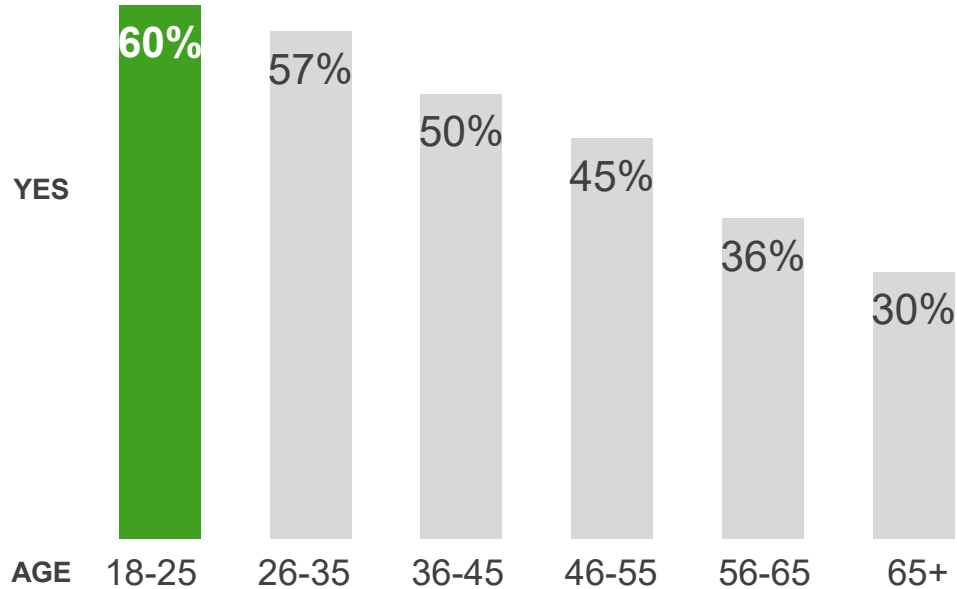
Flexible Billing Platform
 Plug and Play Recurring Billing Solution With

E-com Packaging Considerations

- ④ 25% of sales for online retailers are returned
- ④ Where is the product designated for direct shipment? (at OEM or DC?)
- ④ Make the footwear carton self-shipping with returnable capabilities
- ④ Graphics take on a new role; Fight porch piracy, tell a story, educate
- ④ Do not allow Amazon ISTA 6 (SIOC) criteria lead you to over packing your goods
- ④ What is your moment of truth?



Has a negative returns experience ever resulted in the loss of customers?



Video of my Out-of-Box experience with Amazon's Kindle (and



NEW TRAEGER GRILL UNBOXING! HOT DAMN!



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Thank you



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