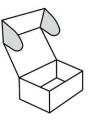


PICKING THE RIGHT E-COMMERCE BOX

Classic Mailers (RETF & RETT)

These classic e-commerce solutions create a unique unboxing experience. They can be shipped as-is or placed in a larger shipping box to prevent scuffing. This style allows for inserts and a clean presentation of product on opening.

Styles and Variations:

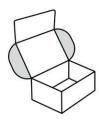


Roll-end-tuck-front (RETF) Top flap falls outside of the box, cherry locks allow the box to close without the need for tape



Roll-end-tuck-top (RETT) Top flap tucks into the box, uses less material than RETF, but requires tape or a seal to close





Dust Flaps Provide extra side support and protect products from dust and dirt

Shipper Boxes (RSC, POL & FOL)

These are what many people think of when they hear the term "cardboard box". These boxes can hold a wide variety of products, and are often less expensive than mailer boxes. They can be used on their own, or as an outside shipper for mailer boxes.

Styles and Variations:



Regular Slotted Container (RSC) Flaps all the same length, with long flaps meeting in the center



Partial Overlap Container (POL)

Long flaps overlap partially, provides extra protection



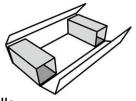


Full Overlap Container (FOL) Long flaps overlap fully, great protection but use more material

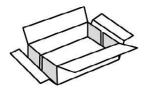
One Piece Folders (OPF)

These boxes are ideal for books, artwork, and other flat items with shallow depth. This style provides a flat-unbroken bottom and allows for speedy packaging.

Styles and Variations:

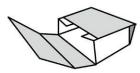


Aircells Provide extra protection and help prevent crushed edges



Dust Flaps Recommended when the OPF will be over 2 ½" deep





Overlapping Flaps Provides extra protection and is sturdier than a standard OPF

Variation: Inside Print

Surprise customers with a plain kraft box that opens to reveal beautiful branding. Any of the listed e-commerce boxes can be printed with inside-only print. Inside printed packages can help protect your products from theft, while creating a truly memorable unboxing experience.

Variation: Double-sided Tape Strips

Give your customers a unique opening experience and the ability to easily return items with tear-off strips and double sided tape. The first tape strip is used to close the package initially, then tears off on opening, leaving a second tape strip. To return the package, your customers can simply tear off the protective backing on this tape strip and press the box closed. Ideal for clothing, at-home test kits, and more!





