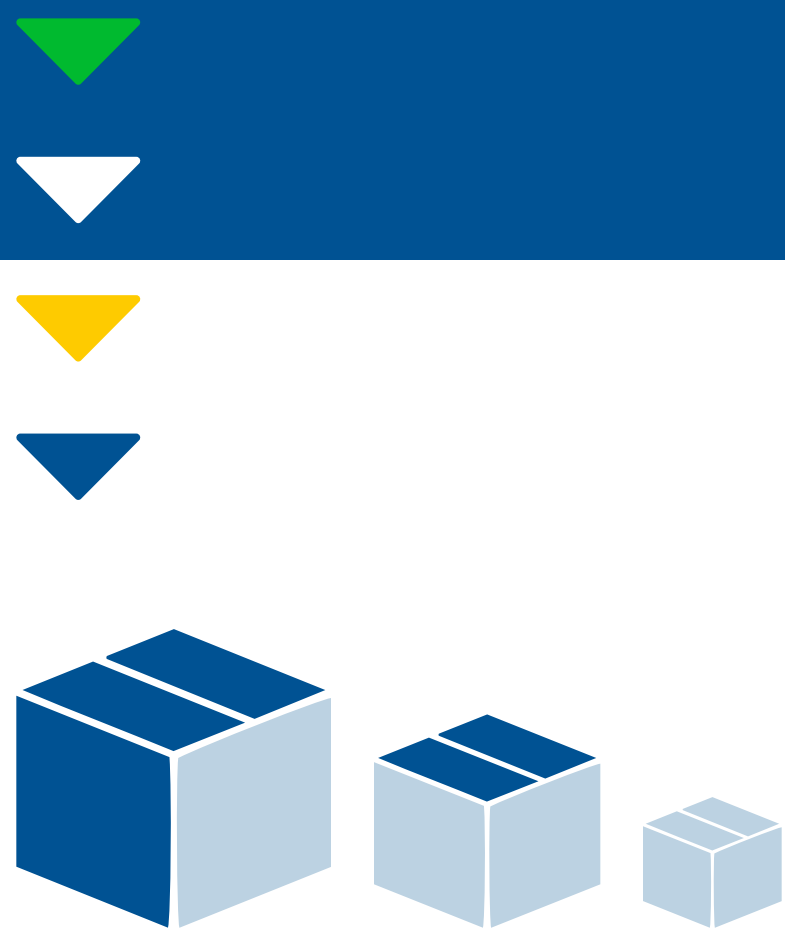


The Real Cost of Packaging

You know the price of your packaging, but do you understand **how much your packaging choices are actually costing you?**



For example, if your boxes are bigger than necessary or stronger than they need to be, the packaging price could be much higher due to using more material than necessary.

Or if transport packaging isn't strong enough to last all the way from Southeast Asia to Europe and North America, products found damaged upon arrival cause additional expenses to replace packaging, rework labor, and disposal costs.

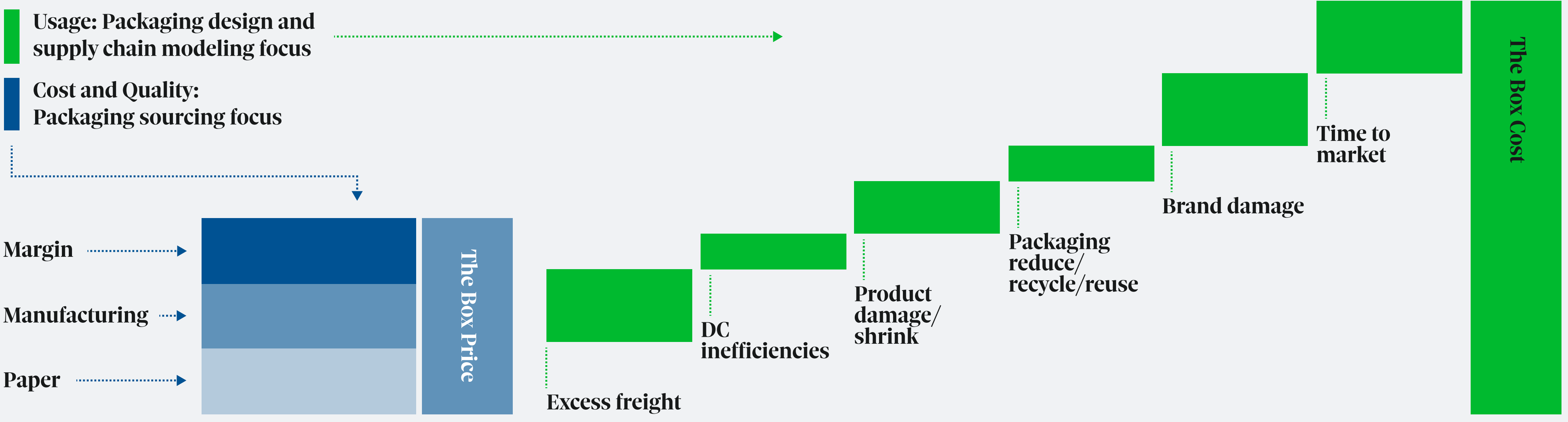
MOST PEOPLE ASK

“How much does packaging cost?”

We propose the better question is, “How much does it cost to use packaging?” To answer this, you must look beyond the unit price and instead consider how packaging impacts (and interacts with) your supply chain.

Box price vs. box cost

If you only consider the box price, you might be severely underestimating the impact packaging has on your bottom line. **The true cost is more than the price you pay for each box** — it's the price your brand pays to use each box. To calculate this, you must consider your entire supply chain.



How suboptimal packaging increases your box costs

Excess freight
If your retail and transport packaging solutions aren't optimized for cube density, you could be paying a higher packaging price just to ship air. The better and more efficiently you pack your products, the more packages you can stack into a container. That's why we help our customers save an average of 15% or more on transportation costs by right-sizing packaging for the best cube utilization for your supply chain.

DC inefficiencies
More DC inefficiencies are tied to packaging than you might think. Available housing space, for example, is a product of how many transport packages can fit on the shelves — every inch of unused space inside every box adds up. Packaging can also be designed to reduce labor costs by making it faster and easier to open boxes for transport or inspection.

Product damage/shrink
If your packaging isn't designed to withstand an international supply chain, the consequences can prove costly, both in terms of sustainability and profitability. Fewer damaged packages and products saves cost from repacking and replacing items, and cuts down on wasted materials too.

Reduce/reuse/recycle
Is your transport packaging strong enough to be used outbound after arriving from Asia? In addition to the added cost of buying new packaging (essentially paying for transport packaging twice), repacking also adds extra cost for manual handling at the DC. One of our customers reported an 80% improvement.

Brand damage
When it comes to brand perception, sometimes the box itself is just as important as what's inside. For example, using packaging materials from protected rainforests may cause backlash among eco-conscious consumers. Inconsistent packaging design can also negatively impact retail performance once products reach the shelves. Trillora helps companies protect their brand image through strict quality control, color management and pre-flighting.

Time to market
Better packaging increases speed to market by reducing labor, repackaging and returns due to damage — which means you can get products on the shelves and in the hands of your customers faster. Delays and inefficiencies resulting from low-quality packaging can have significant impacts on the bottom line. Once your products reach the market, better looking and more sustainable packaging can positively influence consumer behaviors.

Lower your total box cost with total packaging control

If you source products from multiple regions and countries in Asia, you might be wishing there was an easier way. With Trillora Packaging Solutions, there is. With global design and engineering centers and more than 75 qualified packaging partners,

Trillora has become the single point of contact for some of the world's largest apparel, footwear, sporting goods, and outdoor brands.

Brands can allocate their resources more efficiently, relying on us to manage the entire packaging supply chain, from design to production to delivery to their factories.

Brands also benefit from having experts on site to ensure specifications are met, including size, strength, color reproduction and brand rendering. We also ensure factory personnel are appropriately trained and work effectively with your packaging.

Customers also lower their packaging price and improve performance, thanks to optimized packaging designs

And because sustainability is the driving force behind everything we do for our clients, our solutions help brands meet growing sustainability demands from today's consumers.



GET IN TOUCH Learn how we can help

From custom packaging solutions and testing services to dedicated on-site specialists who coordinate between suppliers and factories in numerous countries, Trillora's solutions are tailor-made for brands who want to leverage their packaging as a competitive advantage.

[Contact Us](#)

