Branded Product Packaging Meets Emerging E-commerce Requirements

AstroNova®

QuickLabel® GetLabels® TrojanLabel®

Seize Emerging Opportunities in The Short-Run Corrugated Box and Envelope Printing Space

Corrugated boxes and envelopes have long been the preferred container of choice for delivering a broad range of e-commerce products to your doorstep.

Why? Because boxes and mailers serve as an excellent secondary package, protecting the inside items during the multiple transport steps it must go through before arriving at a doorstep. Due to this very reason, we are all too familiar with items ordered from Amazon.com arriving in Amazon-branded envelopes or over-boxes.

Due largely to COVID-19, a significant share of retail sales quickly moved online, resulting in an unprecedented demand for secondary packagings like boxes and envelopes. Combined with rising shipping costs and increased sustainability and waste reduction concerns, online retailers like Amazon decided to take significant steps to reduce the need for additional secondary packaging.

The Introduction of Frustration-Free Packaging

Amazon took significant steps to develop packaging programs to meet these demands, most notably expanding its Frustration-Free Packaging (FFP) program in 2021 to include millions of different goods across various product categories.

Packaging Program Options and Requirements

Compliance with the program is mandatory for sellers selling goods in the categories covered by the program. This financial penalties/incentives system pushes hordes of manufacturers and sellers to make the necessary changes to product packaging to comply with Amazon requirements.
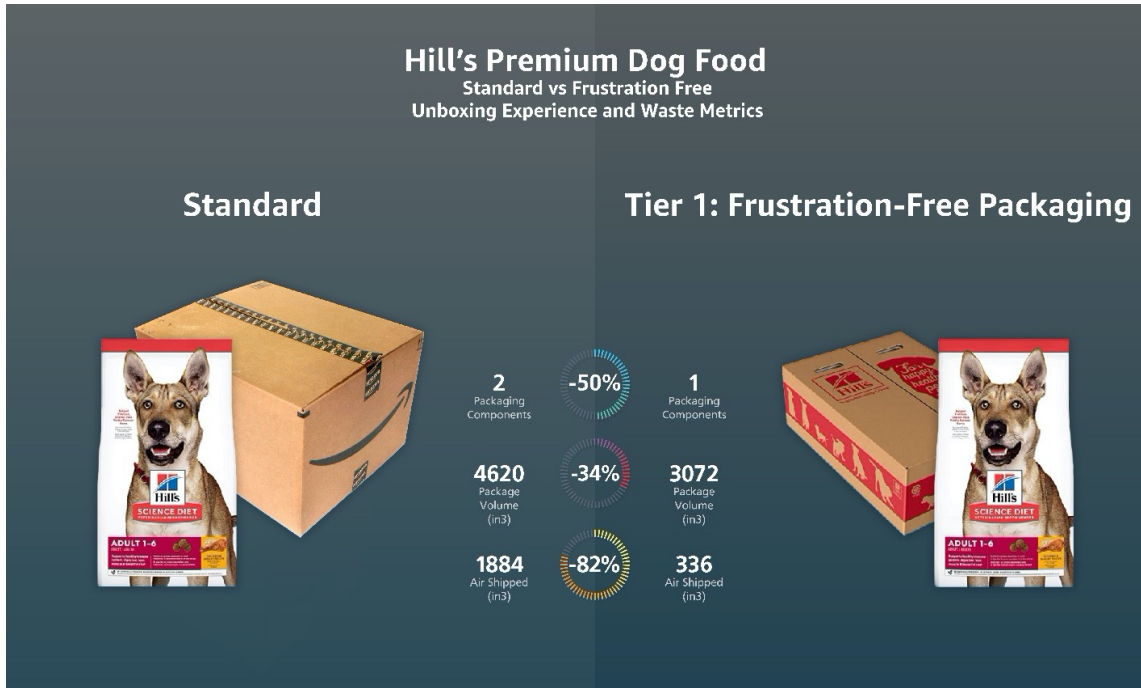
Avoid $1.99 Chargebacks by Amazon

Earn Vendor Incentive ($0.08-$6.49)/unit for 1-year after certification

FFP Tier 1

SIOC Tier 2

PFP Tier 3
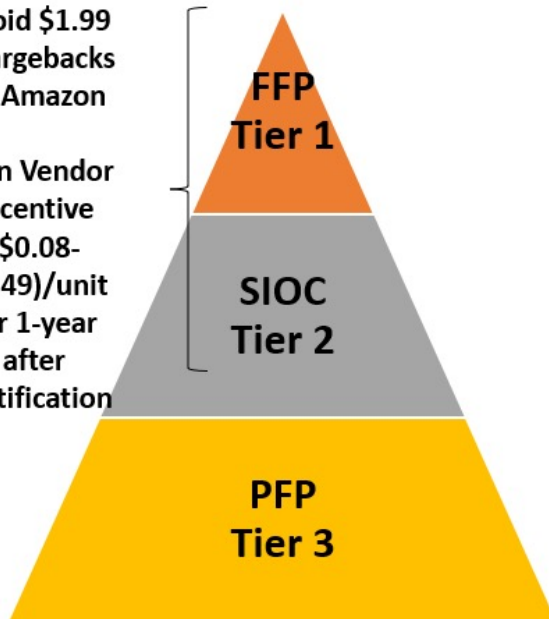
Certification Requirements	FFP	SIOC	PFP
Curbside Recyclable Packaging Materials	✔		
Easy to Open	✔		
Minimal Packaging	✔		
ISTA 6 Compliant	✔	✔	
Ships without an Amazon Overbox	✔	✔	
Minimal Damage/Defect Rates	✔	✔	✔
No Prep Required by Amazon	✔	✔	✔
Amazon Overbox Required			✔

Manufacturers and sellers are now heavily encouraged to develop outer packaging that is recyclable and meets the following criteria:

1. Offers necessary protection to the product during transportation, from shipping to customer's doorstep

2. Compliant to Amazon ISTA 6 standards

3. Meets manufacturers branding vision and improves customer experience*

Hill's Premium Dog Food
Standard vs Frustration Free
Unboxing Experience and Waste Metrics

Standard

Tier 1: Frustration-Free Packaging

	Standard			Tier 1
2 Packaging Components		-50%		1 Packaging Components
4620 Package Volume (in3)		-34%		3072 Package Volume (in3)
1884 Air Shipped (in3)		-82%		336 Air Shipped (in3)

(* Not an Amazon requirement but an important opportunity for brand-conscious manufacturers and vendors)

Melissa and Doug Fire Chief Set
Standard vs SIOC
Unboxing Experience and Waste Metrics

Standard

Tier 2: SIOC

Standard		SIOC
7 Packaging Components	**-58%**	**3** Packaging Components
2,126 Package Volume (in3)	**-72%**	**605** Package Volume (in3)
1,621 Air Shipped (in3)	**-94%**	**100** Air Shipped (in3)

To certify products under their FFP certification tiers, Amazon identifies specific steps that manufacturers can take to improve their packaging, ensuring products have complete protection to the customer's doorstep. Amazon partnered with the International Safe Transit Association to craft the standards behind our FFP programs and developed APASS (Amazon Packaging Support and Supplier Network). It is a network of structural packaging designers, testing services, and materials suppliers to support manufacturers throughout the certification process. As of June 2021, more than 2 million products qualify under Amazon's FFP programs.

E-Commerce is King

With a projected increase to roughly $6.4 trillion in e-commerce sales by 2024, offering customers an e-commerce-friendly option is becoming increasingly essential. Now more than ever, consumers globally are buying goods previously rarely purchased online before, like groceries, health and hygiene, and home essentials, all without having to leave the comfort of their home – or computer.

Having the ability to fulfill online orders, showcase available inventory online, stay up to date with product and packaging trends, and offer limited-time releases to entice customers and increase revenue, are all part of the online retail game.

An easy-to-use digital full color (CMYK) printing solution capable of printing on a variety of boxes and mailers can help you fulfill customer orders on an as-needed basis, eliminating lengthy need times.

Learn More

The Crave for Convenience

Businesses are feeling the pressure to adapt their operations and develop an exceptional customer experience – rapidly and all while maintaining customer convenience. Consumers and customers have become accustomed to instant gratification and receiving their purchases when, where, and how they want them. [1]With 57% of consumers polled stating packaging that communicates the brand's core values and purpose impacts overall product satisfaction, business owners are under pressure to not only deliver an immersive, yet timely, customer experience right to someone's front door, but to also provide a curated brand ambiance that surprises and delights their customers ensuring they will come back time and time again.

[1] Westrock Pulse Packaging Survey, The Impact of COVID-19 on Consumer Attitudes Towards Packaging, 2020

Next-level problems require a next-level solution – which is where the T3-OPX comes in. Superior print capabilities at fast speeds, allow you to not only produce packaging that wows, but to expand your offerings to customers and be extremely versatile with your packaging and designs.

Sustainability Reigns Supreme

When it comes to packaging, consumers have new demands – protecting the health and interest of others and the planet is now the expectation. [2]In fact, based on the Westrock Pulse Packaging Survey conducted in 2020, 82% of consumers agree that brands must balance safety and concern for the environment when designing product packaging. Consumers want to know the company shares like-minded values and not only views sustainability as a priority but actively promotes it.

[2] Westrock Pulse Packaging Survey, The Impact of COVID-19 on Consumer Attitudes Towards Packaging, 2020

Revamping product packaging, using environmentally-friendly materials, and producing less waste are just some of the key ways businesses have successfully shown their support for sustainability. The TrojanLabel T3-OPX direct-to-package printing solution is designed to print on a wide variety of materials that are friendlier for our planet and can do so all while producing less unnecessary waste, giving customers and businesses alike the peace of mind they crave.

The T3-OPX
The Next-Generation Direct-to-Package Solution

Durable Pigmented Inks
Durable Pigmented Inks are tested for superb lightfastness, water, and scratch resistance. Economical cartridges provide outstanding print quality and significant cost savings over the life of the printer.

Automatic Height Calibration for Rapid Changeovers
Pressure controlled sensors allow for automatic calibration for accurate print height according to substrate thicknesses ranging from 0-4" (0-100mm). Enables for rapid changeover (< 2 minutes) from one substrate type to another.

Integration with Automatic Feeders
Feeder table and adjustable media guides enable easy integration with a variety of automatic feeder options with conveyor table.

Remote Diagnostics
Built-in capability allows a tech support professional to access your printer remotely for online remote diagnostics to minimize downtime and continue production.

Production Grade Full-Color Printing
Designed for 24/7 production, T3-OPX enables high-quality, full-color, single-pass overprinting directly onto materials with flat ink-receptive surfaces such as cardboard, paperboard, boxes, paper bags, envelopes, folded cartons, wood panels, etc.

Print Width
11.7" (297 mm) maximum

Versatile
Easily expand products and services to attract new and current customers with private labeling for seasonal or promotional events. RIP software for easy color adjustment, profiling, spot color and workflow management.

User-Friendly TrojanControl Interface
Operator friendly TrojanControl user interface allows printer functions to be performed through touchscreen PC. Built-in job library stores print jobs and cost calculator makes it easy to review job costs.

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A heavy shift to e-commerce, a focus on sustainability, and an emphasis on branding opportunities are just a few of the new opportunities.

Learn how the TrojanLabel T3-OPX can give your business a leg up, ensuring you're competitive and compliant with new programs in this evolving business landscape.
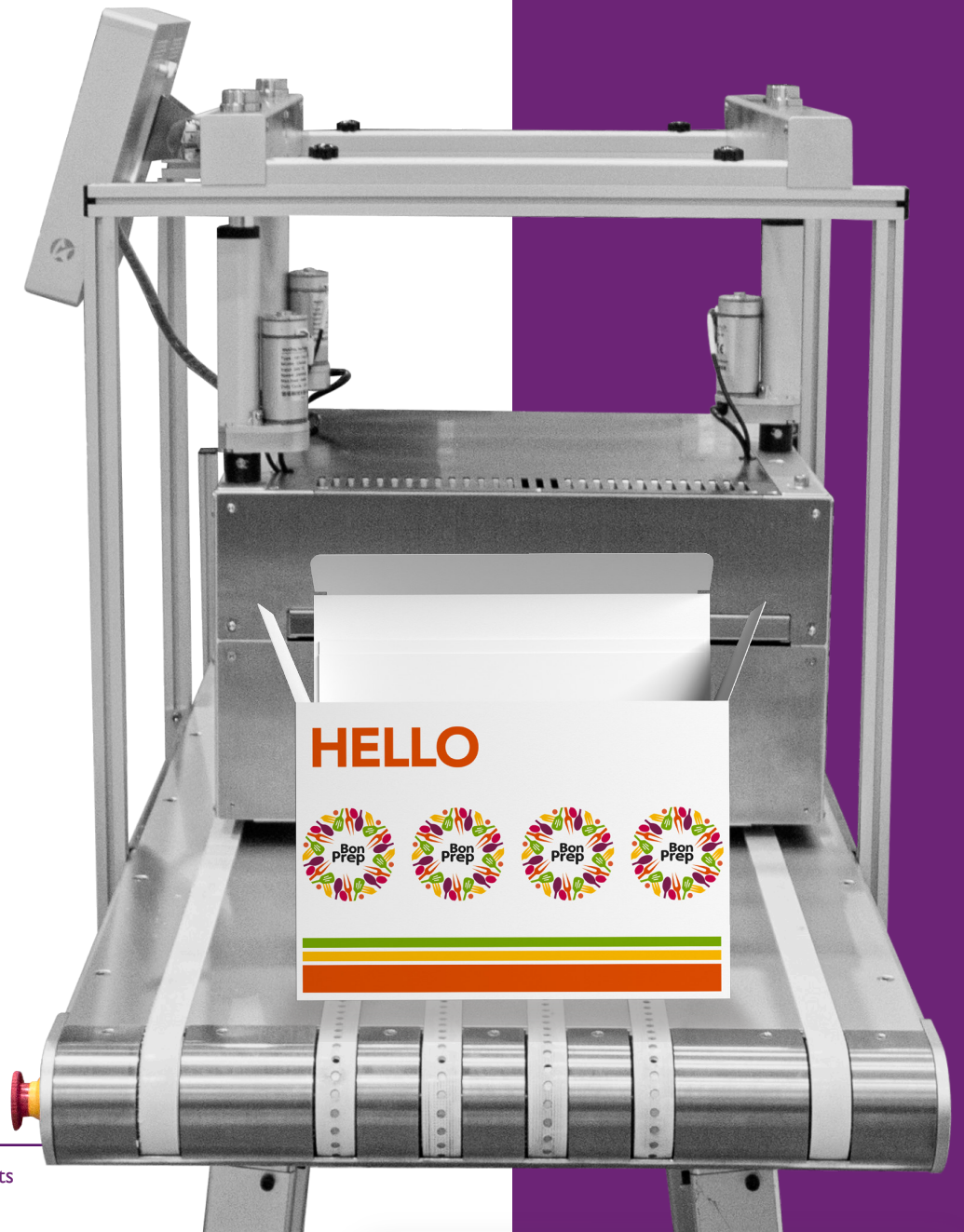
AstroNova Understands Your Application

Today, thousands of manufacturers, processors, and retailers worldwide increase their sales revenue and profit margins by labeling in-house. With over 50 years of innovation and expertise, let AstroNova help your business grow in this expanding market and stay ahead of regulation changes by taking control of your labeling today!

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