

# The Newest Megatrend Effecting the Packaging Industry

Say hello to ship-ready concepts



 **AstroNova®**

 QuickLabel®  GetLabels®  TrojanLabel®

Over the last decade, the packaging industry has faced several challenges adapting to new demands and concepts. Still, the previous decade is seemingly nothing compared to the changes over the last two to three years alone.

For several years, sustainability and a general environmental concern have consistently been a rising megatrend influencing product packaging. While manufacturers scramble to satisfy those consumer demands, there's now a new concept to consider – ship-ready packaging.



# What is Ship-Ready Packaging?

It includes various packaging concepts and a variety of essential features, including different types of boxes, cartons, cases, envelopes, and mailers. This concept consists of a necessary element of merging primary and secondary packaging, highlighting the growing importance of the external package for brands.

Packaging designs can optimize products for e-commerce by preventing damage, boosting productivity, and improving the consumer experience.

E-commerce adopted packaging that could be ship-ready with minimal added transport and protective packaging



## Protection

E-commerce tested to prevent product damage



## Tamper Proof

Secure products against tampering



## Rapid Fill

Optimize speed and productivity for filling at e-retailer



## Return

Design convenient packaging and system for returns



## Optimized for E-Commerce

Full packaging for e-commerce channel at lowest cost possible



## Ship-Ready

Ship-ready primary and secondary packaging merging



## Unboxing

Improved consumer unboxing experience



## Track and Trace

Increase technology integration to allow track and trace

# The Keys to An Agile, Responsive Supply Chain

Supply Chain Agility is another megatrend influencing package design, more specifically the ship-ready packaging trend. The disruptions due to the pandemic made manufacturers realize that perhaps their supply chains are inflexible. This has presented an issue as brands want to cater to fast-changing, consumer preferences. An agile, responsive supply chain has become a coveted core competency of the future and it's predicted that companies are going to make significant investments to make it happen.





# What does this mean for package design?

**First** - Packaging will need to be e-commerce friendly. Most of today's packaging is optimized for traditional retail, meaning it's designed to catch your attention as you walk through a store. When customers no longer walk store aisles to make purchase decisions, it changes things fundamentally.

**Second** - Packaging will also need to be more cost-effective. That means increasing fill efficiency and volume density using lightweight material substitutes to reduce transportation costs.

**Third** - The regulatory environment and consumer preferences are changing faster than ever before, causing substantial channel and category shifts quickly. Package design must be rapidly adaptable to take advantage of these shifts.

And finally, new packaging must be digitalization-ready to enable automation and real-time tracking. While this is important for the resilience of the supply chain, consumer confidence across many product categories is also tied to it.



# Enhance Your Brand Identity



Ideally, you'd like to not only include but enhance the brand experience for consumers as you adopt these ship-ready package concepts. Especially considering that now more than ever, with saturated markets and ever-changing marketing tactics, brands are fighting to find ways to stand out from the crowd, build brand loyalty, and satisfy current customers. One way to create an impressive, valuable experience? Create a unique, branded experience for your customers.

**The cost?** A few pennies per package

# Potential Challenges with Ship-Ready Package Concepts



As with most things, there can be some challenges associated with preserving or enhancing the brand experience when you adopt ship-ready package designs.

We know these ship-ready bags, boxes, cartons, and mailers have a great deal of variability. They may vary by type, shape, size, thickness, weight, and quantity. However, these packages require printing to help brands communicate and ensure product compliance. Printing in color on each of these substrates is, of course, possible, but typically each type of substrate may require a specialized press, sometimes with a multiple-step process. The process of printing on various package types using conventional means may require multiple types of equipment.

But there is a single solution for digitally improving your packaging process and taking advantage of ship-ready package concepts.





# More for Your Money

Meet these new e-commerce packaging challenges; even if you're operating at low volumes (10s or 100s per SKU), digital print technologies can help you do that at the cost of just a few pennies per package.

Even better, you can achieve this sustainably by adopting sustainable, wood fiber-based packaging to make product packaging ship-ready -all with an in-house, single solution.







# Your Single Ship-Ready Solution

As the need for personalized packaging has increased, a single solution for printing directly on a wide range of paper-based package types has emerged. With the adaption of digital inkjet technology allowing for full-color printing and factoring in the need for quick turnaround times and short-run capabilities, the TrojanLabel T3-OPX was developed.

This next-generation, direct-to-package printing solution provides industrial-grade quality, providing longevity and reliability while allowing easy operation and excellent print economics.



# Take the Leap and Enhance Your Packaging

**With a free consultation**, you may be surprised how easily you can incorporate a single, in-house solution such as the T3-OPX into your operation.

Enhance your packaging, wow customers, and keep up with market demands.

# 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!

**Contact us:**  
**Tel: +1 401-828-4000**  
**Toll-Free: 877-757-7978 (US Only)**  
**[info@astronovaproductid.com](mailto:info@astronovaproductid.com)**



[www.astronovaproductid.com](http://www.astronovaproductid.com)

[www.getlabels.com](http://www.getlabels.com)



## WORLD HEADQUARTERS

AstroNova, Inc.  
600 East Greenwich Avenue  
West Warwick, Rhode Island 02893 USA  
Tel: +1 401-828-4000  
Toll-Free: 877-757-7978 (US Only)  
[info@astronovaproductid.com](mailto:info@astronovaproductid.com)

## EMEA HEADQUARTERS

AstroNova GmbH  
Waldstraße 70  
D-63128 Dietzenbach Germany  
Tel: +49 (0) 6074 31025-00  
[infoDE@astronovaproductid.com](mailto:infoDE@astronovaproductid.com)

### CANADA

Tel: +1 450-619-9973  
Tel: 800-565-2216 (Canada Only)  
[infoCA@astronovaproductid.com](mailto:infoCA@astronovaproductid.com)

### LATIN AMERICA

Tel: +52-(55)-3934-5171  
[infoMX@astronovaproductid.com](mailto:infoMX@astronovaproductid.com)

### FRANCE

Tél: +33 0 1 34 82 09 00  
[infoFR@astronovaproductid.com](mailto:infoFR@astronovaproductid.com)

### UNITED KINGDOM & IRELAND

Tel. +44 (0) 1628 668836  
[infoUK@astronovaproductid.com](mailto:infoUK@astronovaproductid.com)

### DENMARK

Tel. +49 0 6074 31025 00  
[infoDE@astronovaproductid.com](mailto:infoDE@astronovaproductid.com)

### CHINA

Tel: +86-21-5868-1533  
[infoCN@astronovaproductid.com](mailto:infoCN@astronovaproductid.com)

### MALAYSIA

+603 5031 9330  
[infoMY@astronovaproductid.com](mailto:infoMY@astronovaproductid.com)



  