



DHL WEBINARS

RETAIL. YOUR WAY

FUTURE OF E-COMMERCE PACKAGING WEBINAR

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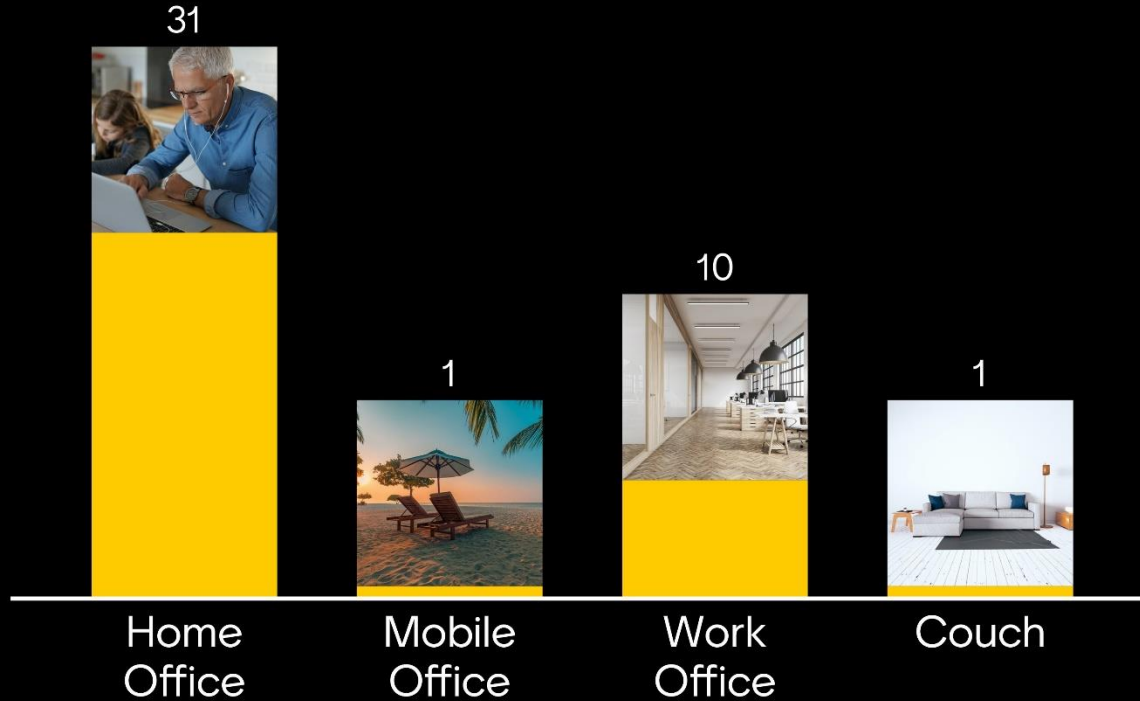
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From where are you dialing in today?





Mirella Muller-Wuollenweber

President E-Retail & Fashion
DHL Customer Solutions &
Innovation



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Sustainability



Handling



Brand image



Michel Heck

Innovation Manager

DHL Trend Research



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DISCOVERING PACKAGING AS A TREND



**Cross
industries
packaging
challenges**



**The drivers for the
change in e-commerce
supply chains
packaging**



**Rethink
Packaging
Deep Dives**



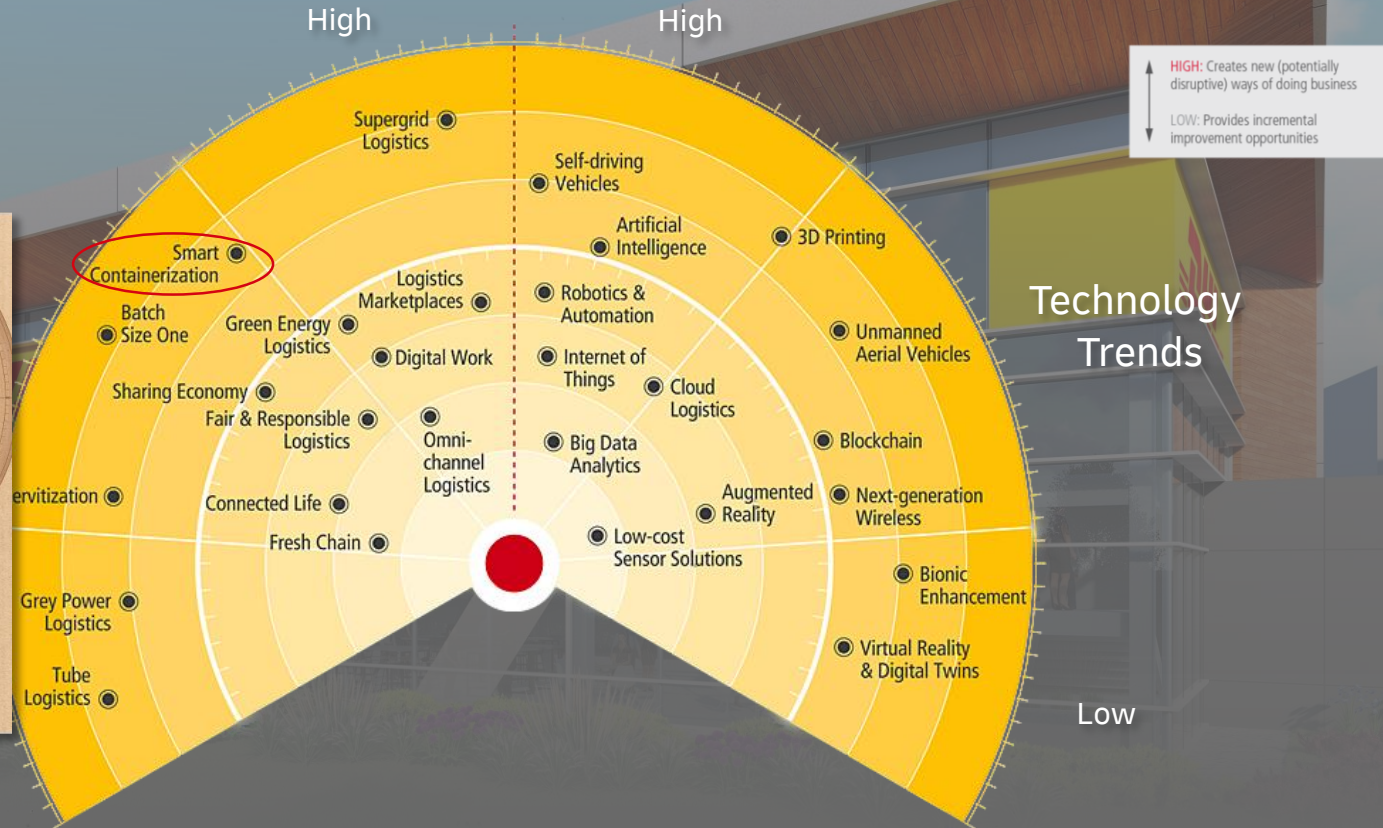
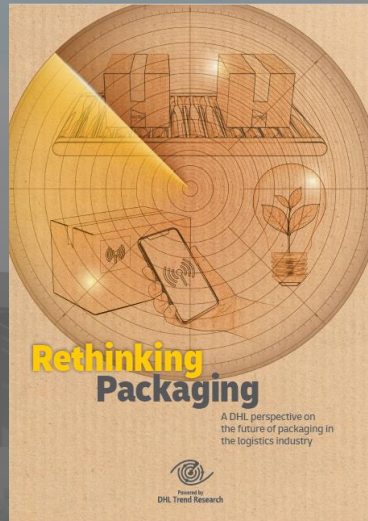
**Let's
jointly rethink
packaging**

Rethinking Packaging

Insights from our DHL Trend Report



Discovering Packaging: Logistics Trend Radar



90%

**of our customers say that packaging will
become more relevant in the near future**

But why?

Industry packaging challenges

**Maintain a
reasonable
packaging
spend**

**Incidence of
shipment
damage**

**Optimize
parcel
utilization**

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Please share 3 packaging challenges you are facing in your business





So what is driving change in
packaging in **e-commerce supply
chains?**

E-Com packaging requirements differ significantly from brick-and-mortar retail

Comparing parcel journeys in the supply chain

Traditional retail



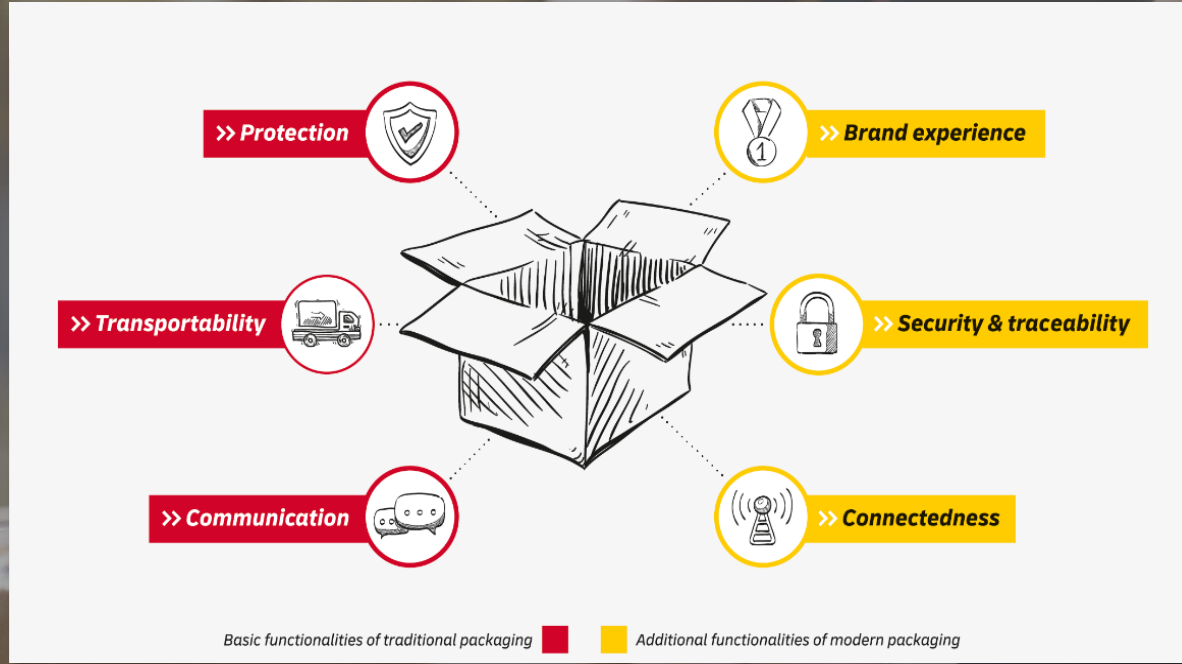
E-commerce



» In e-commerce, parcels are handled up to 20 times more than in traditional retail

20x
more frequently
handled

Packaging has evolved to deliver more functionalities than before



Packaging is used more and more to enhance customer experience

**Magic
moment in the
customer
journey**

**Higher
consumer
service
expectations**

**Powerful
marketing
channel**

Consumer concern about environmental impact challenges today's packaging systems

25%

of global 8.3 bn tons of plastic produced originates from packaging

90+

countries have imposed outright bans on single-use plastics

>24%

of parcel volumes in global supply chains contain empty space



So what is next in e-commerce
packaging?

Where do you see the biggest opportunity to drive packaging innovation in your supply chain?

Elimination of single-use plastics.

Paper bags

Brand experience

Reusable Packaging

Sustainable, creative solution for ship
in own container

Connectivity, smart packaging

Smart box

Packaging that fits product best

sustainable packaging and
packaging optimization

Where do you see the biggest opportunity to drive packaging innovation in your supply chain?

Elimination of single used plastic

Branding

Brand experience

No use of plastics and reusability.

Handling liquids

Apparel bag with focus on sustainability

reuse the packaging

RFID

reusable

Where do you see the biggest opportunity to drive packaging innovation in your supply chain?

Brand Experience

Optimal size of packaging to product

Visibility of the package

Branding

Less volume, no plastic,

Efficient solutions to protect large size liquid products

Multi channel packaging. Same packaging for brick & mortar and ecom

Paper Bags

Reduce unnecessary packages

Leveraging data-driven tools to assist in packaging decision making



PACKAGING DESIGN

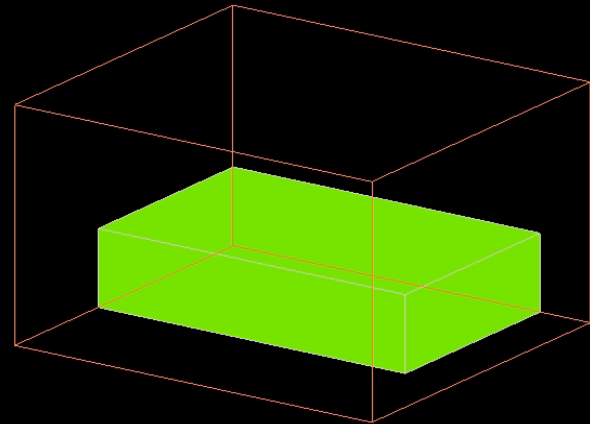
Generate a digital twin of your packaging and use it already in the design phase

LOGISTICS PLANNING

Optimize packaging efficiency and supply chain profitability

PACKAGING DECISIONS

Carton recommendation system



Adoption of state-of-the art packaging automation solutions

CO-PACKING

Leveraging collaborative robots during packing processes

BOX-ON-DEMAND

Right-sizing of boxes to eliminate waste, minimize void fill and reduce transport costs

CONTAINER UNLOADING

Boost efficiency through automated container unloading of loose-loaded goods

VISUAL INSPECTION

Visual AI-driven assistance to perform completeness checks of orders or integrity of return shipments

Adoption of greener solutions through sustainable packaging

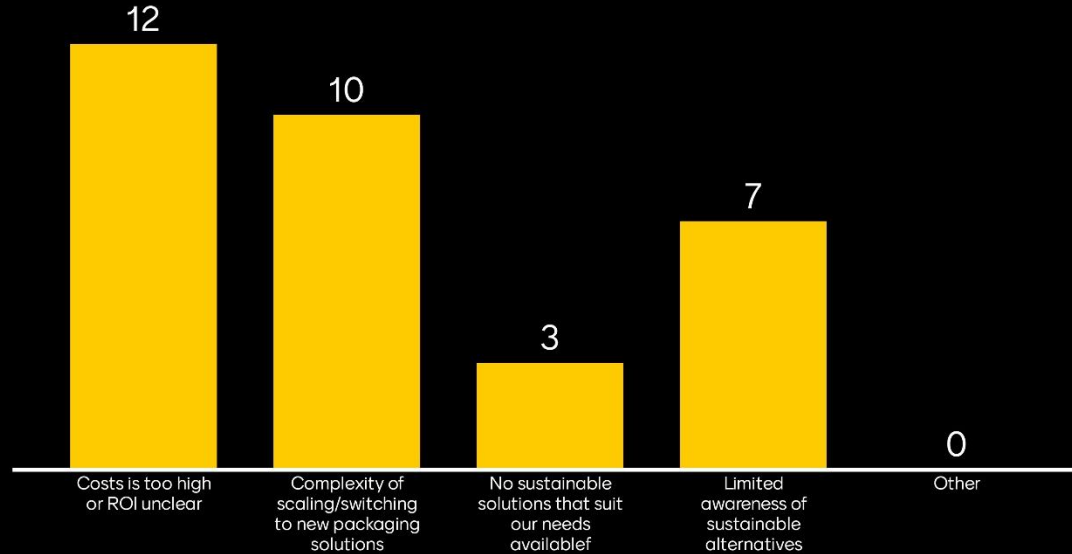
 Sustainable
Material

PLEASE REUSE & RECYCLE THIS BAG

Reusable
Solutions



What are your biggest challenges/barriers when it comes to adopting sustainable packaging?



Era of 'internet of parcels' is on the near horizon

SMART SEALS

**INTELLIGENT
LABELS**

**TRULY
CONNECTED
PARCELS**

**BATTERY-FREE
SENSORS**

**AUGMENTED
REALITY**

Packaging has to serve many different needs

Packaging **ecosystem**

Packaging has to serve **many different needs from multiple parties**

>> Brands

- Product protection
- Cost of packaging
- Differentiation from competitors



>> Logistics

- Easy handling & storing
- Robustness & stackability
- Space utilization

>> Consumers

- Unboxing experience
- Easy returns
- Sustainability

>> Retailers

- Presentability
- Shelf utilization
- Retail-ready packaging

- Packaging needs **mean different things to many parties** in the value chain
- **Unaligned interests** on primary, secondary, and tertiary packaging can adversely affect brands and disappoint customers
- **Collaboration from all parties** at the outset of a product's design is increasingly critical

Let's **RETHINK PACKAGING**—together!



Any Questions?



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Contact Us



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THANK YOU FOR YOUR PARTICIPATION