

# Mastering your e-commerce operations

## Your guide to packaging



# Intro



For e-commerce merchants of any size, packaging plays a significant role, not just in the shipping process, but in the overall health of their business as well.

The right packaging choices, for instance, can help you keep shipping costs in check, protect products in transit and improve delivery speed. On top of that, **the right packaging experience can help build the loyalty of your existing customers and even help acquire new ones.**

However, the opposite is also true. Failing to pay attention to packaging can yield consequences no merchant wants to face. It can add costs, jeopardize operations and turn away customers.

Savvy merchants who understand the power of packaging know the value of learning how to optimize it, learnings they can apply straight to their bottom line. They recognize they can benefit from packaging to make them stronger and more competitive. But these learnings are not easily achieved.

Packaging can be complex. What choices help you keep costs down? How can you ensure your items are safe in transit? How many boxes do you need? What sizes are best? How can you reduce your environmental impact? What will please your customers? There are so many questions.

That's why we've created this guide, to help give you the information you need to make better packaging choices for your business.

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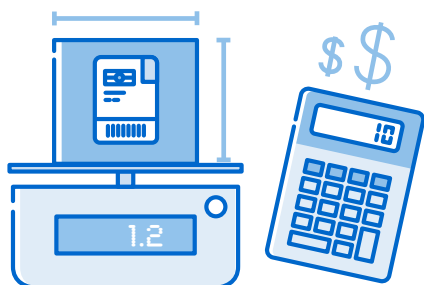
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## 1 Packaging and shipping costs – a brief overview

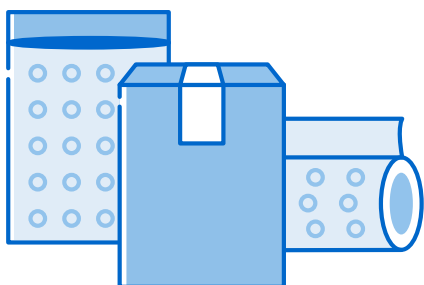
The conversation around packaging usually begins with the biggest stakes of all: the cost of shipping.

Aside from the distance an item needs to travel and how fast it needs to get there, in basic terms, it's both the size and weight of the package that dictate the shipping cost. The bigger and the heavier the package is, the more it will cost to ship. On the flipside, smaller and lighter packages cost less to ship.

This is why the first rule of packaging is to choose the most compact packaging possible that enables you to safely ship your order. Doing this will save you money.

There are more details and complexities you can learn about optimizing your packaging to keep shipping costs in check. You can skip ahead to [Section 3: Optimizing packaging for e-commerce](#) if you want to learn that now.

As most retailers quickly learn, though, there are a lot of choices beyond box size when it comes to packaging, and it can get overwhelming. We've simplified these options throughout the subsequent sections, starting with the basic packaging options you have for shipping your orders.



## 2 Packaging materials – the basics

There is no shortage of choice when it comes to your packaging options, and new options are always being introduced. We'll start at the beginning – with the packaging you will choose to ship your orders.

### Boxes, protective mailers and polybags

There are three packaging categories to choose from for shipping your products: boxes, protective mailers and bags. Each of them comes with its own benefits and drawbacks.

To make the best choice for your business, you'll need to understand the dimensions of your products, as well as the answer to these questions:

- What are your margins? Packaging costs vary, and it's important to know what you can afford.
- What are the risks to your products while in transit?
- Who are your customers – and what expectations do they have?

Knowing this information will help you make good packaging choices.

Let's start with boxes.



## Boxes

Cardboard boxes are versatile and can be used to ship almost any item – they are easy to stack, durable and offer a flat surface for your shipping labels. They are the likely choice for large items. They also come in a variety of styles, strengths that provide maximum protection, and shapes that might better suit your product needs.

### Benefits of boxes

When used correctly, they can accommodate large, heavy and fragile items. They're also easy for customers to recycle or reuse. Boxes also lend themselves to branding and attractive presentations. Boxes are efficiently processed in our network. Shipping labels can be easily applied flat and wrinkle free to a large enough surface area. When items packed in a box are well protected and held in place, it prevents movement during transit and helps to maintain the integrity of the items being shipped.

Visit [Section 4](#) to learn more about the customer unboxing experience.



### Potential drawbacks

Not only are boxes more expensive to buy than mailers and polybags, they are also heavier, which means their weight can contribute to your shipping costs.



#### Tip

There isn't always one right answer when it comes to your packaging choices. If you sell, say, yoga pants, you could use a box, mailer or polybag to ship them in. It's up to you. But how do you decide? Ask yourself what kind of customer experience you want, and make sure you know your budget.



Also, keep this in mind: You may need filler to prevent contents from shifting inside; boxes can take up more space in your warehouse or fulfillment space; and they must be assembled and sealed correctly, which takes time.

### **Can you reuse shipping boxes?**

Yes. However, you need to ensure these criteria are met:

- All previous markings are removed so there is no confusion about the contents of the box – especially if the box was previously used for dangerous goods
- All previous barcodes, labels and addresses are removed
- The box is not damaged or ripped and maintains enough integrity to safely ship

### **Protective/bubble mailers**

Also referred to as bubble mailers, padded mailers or cushioned mailers, protective mailers feature a protective layer or inner on the inside, come in a variety of sizes and are available with a paper exterior or a poly (plastic) exterior. Protective mailers can be used for small, flat-ish items that benefit from a layer of protection, such as books, and electronic accessories like phone cases.

### **Benefits of bubble mailers**

One main benefit is the inner cushioning, which helps protect your items. As well, bubble mailers are somewhat rigid, which means that (unlike polybags) you can ship items in bubble mailers that are small relative to the package, and they are less likely to get caught in or misread by processing equipment.

Bubble mailers are also cost-effective and lightweight and don't take up as much space as boxes do in your fulfillment space.



### Potential drawbacks

Protective mailers are better for items that are relatively light, somewhat rigid and not too bulky. Highly fragile items, such as a glass frame, should not be shipped in a protective mailer alone.

It's also important to note that most protective mailers aren't easily recyclable. Though the inside can sometimes be recycled at special facilities, customers would have to completely separate the inner and outer materials, which is difficult. Customers also tend to be confused about whether or how to recycle them.

However, with more sustainable materials coming onto market, you can be on the lookout for easier-to-recycle options.



#### Tip

Don't forget what goes inside the package. A return label in the box can help build customer loyalty by signaling you have a simple and convenient returns policy. For more on creating a win-win returns solution, see our Returns Guide.



### Polybags

Polybags or poly mailers are thin and flexible shipping bags made from polyethylene (plastic). They come in a variety of sizes and are best used to ship smaller, flat and non-fragile items. Malleable items that don't need much protection, like t-shirts, are a perfect candidate for polybags.

#### Benefits of polybags

They're lightweight, inexpensive, weather-resistant and take up less room in fulfillment spaces. They're also fairly durable, although they can tear. You can get re-sealable, re-useable and recyclable options.





### **Potential drawbacks**

While there are several upsides to using polybags, they do have drawbacks. They are less protective, can be slippery and therefore more difficult to process on processing equipment and can be loose-fitting if care isn't provided to wrap the bag snugly around the contents. You also need to make sure you are using them properly.

For instance, polybags are not a good option for fragile or sharp items.

As well, items that are too small relative to the size of the bag can cause issues once they reach your carriers' network. Polybags with flat areas, creases or handles can cause them to get caught in and damage processing equipment or the items inside, or the barcodes on the shipping labels to get misread. When this happens, it can potentially cause delays or errors in your shipments and may be subject to a surcharge for special handling. Also avoid wrapping the item into a cylinder shape as it will cause the item to roll and affect the ability to scan the barcode.

To avoid these problems, ensure you're using the right-sized polybag or you can include an insert or void filler (see next section) to properly fill out the bag.

Whether you choose boxes, mailers or bags, you also need to ensure your items are well protected in transit. This is what void fillers are for, and we'll turn to those next.

### **Void fillers**

Finding the right packaging to ship your products in is a great start – but you also need to ensure your items are protected in transit. They need to withstand any movement that occurs in a vehicle as well as handling by both machines and people.



You don't want to lose points with your customers by not taking enough care to ensure the items they purchased arrive in perfect condition. Void fillers will help you do that.

Not every item necessarily needs a void filler: For instance a book in a protective mailer should be fine. However, if your item is too loose in the package or is vulnerable to scratch marks, scuffing, getting bent or broken, void fillers are a must. As well, some companies are making choices about void fillers for extra branding.

Here are some of your void filler choices, along with how each is best used.

### Void filler options

**Packaging paper:** It's versatile. It fills empty space; protects products including corners and edges; can be selected or customized for added customer experience; and comes in different thicknesses to meet your product needs. It's recyclable, which can be appreciated by customers. It's also readily available and affordable.





**Tissue paper:** The thin soft paper that is used to wrap clothing or breakables can be used to ensure protection and to create an attractive presentation, and there are even customized branded options available. It's also compostable, which makes it a great sustainable option.

**Bubble wrap:** It fills empty space and is highly malleable, which makes it a great protection option for wrapping fragile items and to prevent movement in the box.

Keep in mind: It can be difficult for some customers to recycle bubble wrap because it needs to be recycled at specialized facilities or collection points. So, if your customers are ecologically minded, you might want to either look for a more sustainable void filler or explicitly communicate to customers how they can recycle it if you've chosen a green variety.

**Crinkle and shredded paper:** This is thick, shredded paper used to both fill out the extra space in boxes and cushion your products. It works well to stabilize products and hold them in place while in transit. You can use different colours to add to the unboxing experience and underscore your brand. It comes in regular or crinkle style, as well as cellophane.

Keep in mind: Too much crinkle paper can be a pain for customers to handle and get rid of. Cost can be prohibitive too, so make sure it's within your budget.





**Peanut fillers:** These are those loose “S”-shaped filler Styrofoam (or expanded polystyrene) pieces that tend to cling to various surfaces. They are used to easily fill the extra space in a box. Plastic peanuts are also very lightweight so they won’t add to your outbound shipping costs and they offer great protection for your products. You can get them in different colours to help improve the customer experience.

Keep in mind: Peanut fillers can detract from the customer experience as they can be difficult to gather and dispose of. Most peanuts are not recyclable. Although you can find green varieties, customers may still have to take them to a specialized facility. They can also take up a lot of room in your fulfillment space.



### Tip

Customers want to recycle packaging, but it isn’t always easy for them to know what is and isn’t recyclable. If your packaging is recyclable, tell your customers. If there are special recycling instructions, be sure to include those as well.



**Inflatables:** They look like small, clear air pillows, and are used to fill space in the package and hold your item in place. They are easy and fast to use – you can just dump them in the box and add your product.

Keep in mind: You have to fill them with air, so extra machinery is required, which makes them a more practical option for larger retailers. Customers may also perceive the packaging as wasteful and not environmentally friendly, so they can detract from your brand.



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## How do you know if the items in your package are secure?

You think you've packaged everything properly, but how do you know your items are protected? In general, if you can drop the package from one metre onto concrete and it remains intact, your parcel will stand up to the shifting and handling that can occur in the shipping and delivery process.

**Remember to wrap individual contents separately and to use void fillers to stabilize and protect items while in transit.**

While these basics will give you a good start, when it comes to e-commerce, the more you know about packaging, the stronger your business will be. Let's now turn to how you can optimize your packaging for the e-commerce world.



### Tip

Consider seasonality and temperature. For instance, if you are shipping items that must stay cool, such as chocolate, you may need special packaging in the summer months.

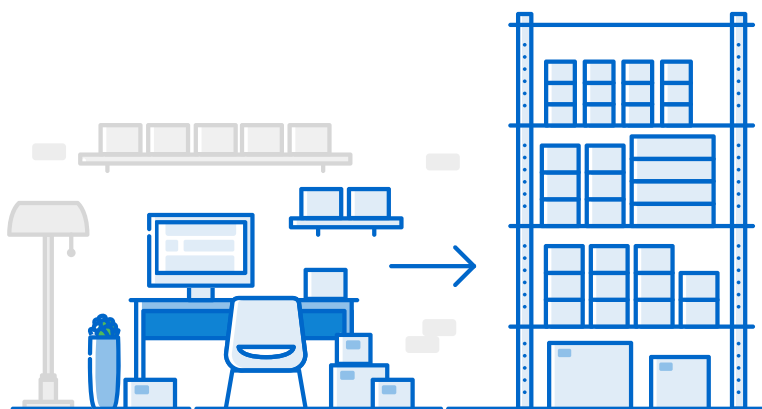


### 3 Optimizing packaging for e-commerce

Optimizing your packaging for e-commerce can give you that edge over your competitors that you need to survive, compete and ultimately grow. The key to optimizing your packaging is to do it in a way that is as unique as your business.

The right packaging depends on your product mix, your customers' buying patterns and behaviour, your sales volumes, and more. In this section, we'll offer some general information, tips and guidelines, focusing on common retailer pain points, which can help you better understand how to make packaging decisions for your unique business.

We'll start by gaining a better understanding of how shipping prices are determined.





## Understanding shipping

### A. How is the price of shipping determined?

As we learned in the first section, when it comes to packaging, the weight and the size of the package help determine shipping price. When optimizing your operations, it's important to understand that these factors are considered separately.

#### **Remember**

Along with packaging measurements and weight, the distance and speed of delivery also determine the shipping price.

The base price for shipping your item is based on the greater of either the item's actual weight or its volumetric equivalent of actual weight.



#### Tip

When inputting dimensions and weight, ensure you are selecting the correct unit of measurement, either inches or centimetres, pounds or kilograms. When merchants neglect to provide accurate information they may be subject to an unexpected adjustment.

#### **What does this mean for you?**

Here's an example: If you are shipping a pillow in a box that is big enough to accommodate a TV, your shipping cost will likely be based on the dimensions of the box – or its volumetric equivalent. This means it is to a retailer's advantage to ship items in the smallest boxes possible.





## B. Does the shipping label need to be placed in a specific way on the package?

Yes. The barcode on the shipping label is critical. It tells us where the package is going, when it needs to get there and any features or options requested for delivery. The barcode is automatically scanned by equipment or hand-held scanners in our facilities, and feeds the system information about where to route the package. Improperly affixed labels could affect delivery, tracking and claims.

Make sure there is no obstruction of any kind that could affect the scan. The label needs to be affixed flat and wrinkle-free to the largest side of the parcel. Common problems to avoid include folding the label over the edge and placing it on a seam of a box.



### Tip

Use white paper for your shipping labels and always ensure your printer ink is at a sufficient level. Why? It helps ensure the barcode will be properly scanned and that your shipment will not be delayed.

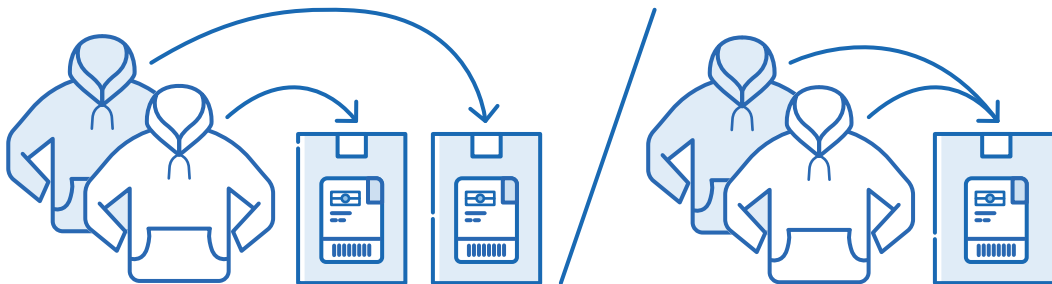


### C. Does it matter whether items are packaged together or separately?

Yes. There are benefits of shipping items together in the same package rather than sending two separate packages to the same address.

#### What does this mean for you?

Imagine that an order comes in for two hoodies. If you were to ship them in two separate boxes, you might pay say \$12 to ship one in its own box and another \$12 to ship the other in its own box, so \$24 in total. But if you were to ship them together in a slightly bigger box, it might only cost you \$14 because you are paying the base price just once.



It is also important to note that customers prefer receiving their items all at once in a single box, whenever possible, and it's more environmentally friendly.



#### Tip

Be aware that there is a 30 kg (66 lb) maximum for shipping with Canada Post. If an item exceeding this maximum weight is shipped, it will be delayed and will be subject to a surcharge. So it's important to ensure that you don't add so many items to a single package that you exceed the maximum weight and end up paying far more than expected or delaying delivery of the item to the receiver.



### D. How do you choose the right-sized box?

You want to make sure that you're using the smallest box that has enough room for void fillers to safely and securely ship your items. When your boxes are too large, your shipping charges could be higher than necessary, you will have to use more void filler, and your customers may think you are wasteful.

Other than measuring and testing different package sizes, ask yourself:

- Is there a way to break down, organize and pack your product so it can fit into a smaller box while providing sufficient protection?
- Do you get your boxes from a packaging supplier that specializes in packaging, as opposed to say a general office supply store? That way you're getting access to a wider selection of products.
- Can you use a protective mailer or a polybag instead, to save money?



### Talk to an expert



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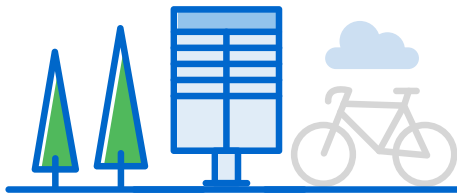
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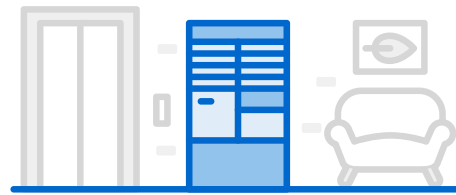
### Community mailboxes and parcel lockers

You also want to keep in mind the delivery network. If you can make packaging choices so that your orders fit into Canada Post community mailbox, parcel locker compartments and lobby boxes, your customers will receive their items on the first delivery attempt and won't have to pick them up at a post office.

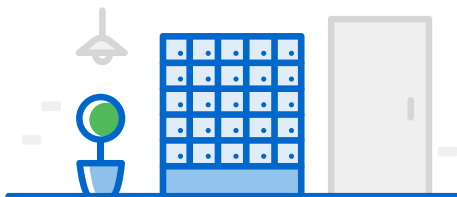


Community mailbox		
Compartment sizes*		
Depth	Width	Height range
Between 42.8 cm and 44 cm	30.5 cm	Mail compartments 7.6 cm
		Parcel compartments between 25.1 cm and 44 cm

\* First-generation community mailbox parcel compartments come in two widths: 14 cm and 32 cm.



Parcel locker		
Compartment sizes		
Depth	Width	Height range
Between 38 cm and 43.2 cm	30.5 cm	Compartments A and D between 16.2 cm and 34.7 cm
		Compartments B and E between 16.2 cm and 21.5 cm
		Compartment C between 52 cm and 57.6 cm
		Compartment F between 43 cm and 44.3 cm



Lobby box
Minimum compartment sizes

12.5 cm by 13.5 cm  
or  
25 cm by 7.5 cm

\* Minimum depth is of 35 cm.



## E. How many sizes of packaging should you stock?

With dozens of box sizes to choose from, the choice can be overwhelming. Choose too few and you could be overpaying on your shipping costs by having to rely on too-large boxes for some orders. Choose too many and it's hard to keep organized, potentially slowing your operations down.

The first thing to know is that there is no golden rule. The number of box sizes to stock is different for every retailer, based on factors such as the number of SKUs, how many sizes products come in, and customers' buying patterns.

You will face tough choices that are important for your bottom line, so the more informed you are, so will the choices you make. Here are some considerations.

Did you know? If you are a high-volume shipper and recognize there is room to improve your e-commerce packaging, there are consultants who specialize in packaging optimization who can help.



### Tip

Pay attention to your promotions. When you offer promotions, keep your box inventory in mind. You want to make sure you have the right sizes in stock.



- **If you're selling just one size of product**

You can find the right-sized box right down to the eighth of an inch and test options to know when the volumetric equivalent rate kicks in. Also, look at your customer patterns to learn if or how often your customers are buying multiples of this product in the same order, in which case, you can experiment with bundling your products to try and better control order size and streamline your packaging accordingly.

- **If you're selling different-sized products**

At the very least, you want to have a selection of box sizes that covers orders that would be considered small, medium or large.

The size and quantity of those boxes will vary based on what you sell. If you have just a few SKUs and/or your products are mostly the same size, you may only need three box sizes to accommodate your customers' orders.

But if you have many or hundreds of SKUs in various sizes, you should carry a variety of box sizes. For instance, some large retailers can stock 12 or more box sizes.

As you grow, you may wish to hire box consultants or consult apps that can help you match packaging to your product mix.

- **Your customer data**

Look at your customer data. Are there patterns in what items your customers buy together? This could help inform you about what box sizes to focus on and how many to stock relative to other sizes.

Some diligent retailers will physically compile items the customers commonly order together and test optimal box sizes.



- **The advantage of product bundles**

Do you or can you bundle your products to try and gain more control over order size?

For instance, if you are a soap retailer, instead of leaving it up to the customer to decide how many bars of soap to buy in one order, you can offer set bundles, that will not only help increase average order value, but also help you streamline your box sizes.



### Tip

Technology can help. For a fee, packaging optimization apps that are integrated into your platform can automatically determine the best-sized box for a given order and show the appropriate shipping rate to the customer. Just make sure the app you want is supported by both your platform and your carrier, and that you have the budget.

- **The value of your pick and pack team**

Do you have a dedicated team that packs up your orders? If so, communicating to them is critical. Do they know the relationship between your company's bottom line and the boxes they choose to ship orders? Do they know how shipping prices are determined? Do they know the importance of the customer receiving experience? It's important that they are in the know and understand the value of the job they do because packing is the last stage before the order leaves your hands.

If you've put the effort into ensuring your packaging is optimized for e-commerce, don't undercut your efforts by failing to pay attention to your customers. The next section will offer tips to help you make the most of this important step.



## 4 Using packaging to improve the customer experience

Using packaging to build customer loyalty is a tactic that retailers have increasingly been embracing. You're already paying for the cost of shipping, you already know your customers are interested in your products, and you know they're going to open the package and see everything that's inside. So why not use that experience as an opportunity to connect?

You can use the inside – and outside – of your package to drive customers back to your website, to interest them in other products, to tell more of your story, or to just build up goodwill about your brand. And with the continued popularity of videos showing the act of unboxing, your customers can help you get new customers by sharing their unboxing experience on social media.

Here are some options:

**Branded box:** Designing a custom box with your logo, brand colours and/or other imagery that underscores your brand can create a lasting impression with your customers. It can also help net you new customers who see your branded boxes being delivered. But branded boxes will cost you. You must understand how they will affect your margins vs. how much long-term value they can add to your business.





- Check out new packaging companies that specialize in small volumes for small and mid-sized businesses. If the price is still too high, you can look at less expensive ways to brand your box or its contents. For instance, branded stickers and tape are increasingly popular options and are also available at specialty packaging companies.

**Samples:** Providing sample products in the parcel is an easy way to market the products you want to focus on moving, or to generate excitement for upcoming arrivals.

- By adding extra samples that you suggest your customers can give to friends and family, you can strengthen both customer retention and acquisition.

**Offers:** To encourage repeat purchases, you can include a promotional offer right in the box. To build your audience, you can expand it to a friends and family offer.

- Like any other promotion, make sure to target your offer, which you can do based on the order and order history of your customer. You'll also want to test it, so you know which offers are working best.





**Void fillers and packaging materials:** Don't discount the power of the inside packaging material itself to help build your brand and your customer's loyalty.

For instance, you can purchase void fillers in your brand colours or in colours related to your products, such as bright crinkle paper in a box full of toys. As well, an incredibly cost-effective option is to simply use tape that matches or comes close to your brand colours, or in colours that evoke the product or aesthetics of the order.

- New options for branded packaging material are continually coming to market. Stay ahead of your competition by signing up for packaging companies' newsletters.

**Handwritten notes:** Though it may not be practical or realistic, when you're starting out, a handwritten thank you note can make a lasting impression with your customers – and it can help differentiate you from large companies. Just make sure your writing is neat, legible, error-free and doesn't look rushed, which can ruin the impression you're trying to make.

- The packing slip that you place inside the parcel can be a good place to include a handwritten note especially since it won't generate extra paper for your customer to throw out.





**Keep it green:** More and more, consumers are aware of their environmental footprint – and yours. Sustainable packaging practices are increasingly important, so make sure that you're not filling the box with stuff that customers will just throw out. That's not going to earn you points. Over-packaging can be perceived as wasteful and cause negative feelings about your brand.

Going green, though, is more than just an exercise in unboxing. We are devoting the next section to understanding consumers' concerns and offering suggestions, advice and tips on how to increase your packaging sustainability.

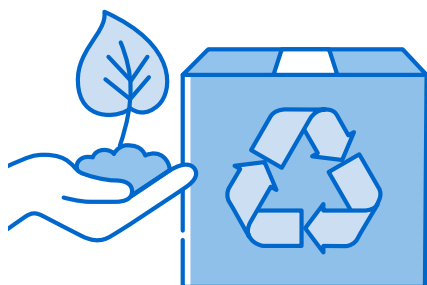
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## 5 Sustainable packaging

### Tips to improve your impact on the environment

The new reality is that consumers want their packaging to be easily recyclable, and for retailers to do everything they can to reduce their carbon footprint. For instance, 51% of respondents in a recent Canada Post consumer survey indicated that their packages contain too much packing material that seems unnecessary and wasteful<sup>1</sup>.

Bottom line, when everything else is equal, packaging can be a deciding pre-purchase factor.

The number of companies, governments, consultants and organizations that specialize in helping retailers adopt better packaging practices is growing. For instance, the Packaging Association of Canada (PAC) is focusing its efforts on more sustainable packaging for the future.

*“The new zero waste packaging economy is here to stay and it’s time to catch up,” says Dan Lantz PAC NEXT Director. “As more companies promote their sustainable packaging alternatives, it’s important that they optimize their packaging for the job at hand and ensure that it can be readily recovered and recycled consistent with industry standards.”*

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<sup>1</sup> Source: 2018 Quantitative Report, *A New Narrative – Connecting to Canada Post*.



So what can you do to reduce your impact on the environment? Start with this list, which we compiled with support from PAC:

- Increase the percentage of recycled content in your packaging.** While you certainly want to choose as much material that is reusable, recyclable and compostable as possible, also look for ways to use more material that is itself recycled. This fits with circular economy principles, whereby materials are kept in use for as long as possible, then regenerated for further usage.
- Where possible avoid multi-material packaging** that is hard to recycle as this increases the chances that your package will go to landfill. Much better to design multi-material packaging for dis-assembly so that recyclable materials can be easily separated from non-recyclable materials.
- Optimize your packaging for the job at hand.** When a package is over-sized, it uses more materials and can take up more space when transported, meaning that it has a bigger environmental impact. But also avoid under-packaging your product, as this can lead to damage and loss of the package and product, which also leads to a bigger environmental impact.
- Talk to your suppliers.** Ultimately, it takes transparent collaboration across the supply chain to understand packaging needs and challenges so that you can provide packaging that is truly sustainable and meets the expectations of customers.
- Be consumer-centric in your approach.** Support consumer outreach and education programs that will help to communicate as simply and clearly as possible when, how and where to recycle your products and packaging.



 **Train your team!** Sustainability should be part of what they do every day. Explain your sustainability management plan, its benefits and how it complements the overall business strategy, goals and vision. Your packaging team is your ally and will help deliver informed decisions on sustainable products and packaging.

It's also worth mentioning that beyond packaging, you can build your brand reputation by adopting sustainable practices for your own company to follow. You can also come up with simple ways that help your customers recycle packaging more easily. Some retailers, for instance, are encouraging consumers to bring back packaging to their retail location to have it recycled – a move that not only earns them goodwill as a sustainable enterprise, but that also gets the consumer back in the store.



## Elevate your packaging from start to finish

No matter the size of your company, paying attention to packaging can help you better compete and grow. From choosing the right materials to ensure your customers have a good unboxing experience, to keeping costs down and your operations streamlined to lead the way when it comes to sustainability, you can strengthen your business in multiple ways thanks to packaging. With the advent of new technologies, the possibilities of packaging are increasing, so it's important to stay in the know.



### How Canada Post can help

From streamlining your processes to helping to optimize your packaging for our network, the Canada Post team is here to help you master your e-commerce operations.

For more ideas, recommendations and advice on how to choose a packaging strategy that is right for your business, contact a member of our team.



Get in touch at [canadapost.ca/askanexpert](https://canadapost.ca/askanexpert)



For more information specific to packaging, here is a list of resources that can help you get started.

### Resources and links

- **ABCs of Mailing:** The Canada Post ABCs of Mailing will help guide you through the steps to ensure your package arrives safely at its final destination.
- **Parcel Services Customer Guide:** additional details on how to calculate shipping prices.
- **Why your packaging strategy is more important than you think:** This blog will get you thinking about how the right packaging can help you lower your e-commerce operating costs and deliver a great unboxing experience for customers.
- **Mastering your e-commerce operations:** This e-book from Canada Post shows how to optimize every stage of your back-end workflow from start to finish – and satisfy customers.
- **Create a win-win e-commerce returns strategy:** This Canada Post guide will help you learn the essentials to creating a great returns strategy that fits best with your business.
- **The Paper & Paperboard Packaging Environmental Council (PPEC):** Have more questions about the role packaging plays in our environment? Consult the unified voice of over 90% of the Canadian paper packaging industry on environmental issues.





- **Packaging Distributors of America:** Looking for some great case studies on packaging? Want to read more about breakthroughs and the latest news in packaging? Consult one of the largest associations of packaging distributors in the world.
- **World Packaging Organisation:** An international federation of packaging institutes and associations that encourages the development of packaging technology, science, access and engineering. Have a look at their detailed resources on the present and future of packaging.
- **Canadian Corrugated & Containerboard Association:** A national voice to embrace sustainability in packaging and advance the competitiveness of its members across Canada.
- **Canadian Packaging:** A magazine featuring information for readers and suppliers of packaging materials, products, machinery and services.

