

THE SMALL BUSINESS GUIDE TO PACKAGING

Welcome to Davpack's Small Business Guide to Packaging. With over 40 years' experience in the world of packaging, we are a leading UK supplier of in-stock packaging supplies.

Our helpful guide has been designed to help all types of business, whether long established or just starting out.

We hope you find it extremely useful for ways in which to protect against damages, reduce postage costs, promote your brand, identify the must have packaging products, save money and much more!



TOP 10

Must Have Packaging Products

In any modern small business, packaging should be seen as an extension of the product you're selling. While presentation is vital, your main aim is to ensure your goods arrive with your customer in the best possible condition. With this in mind, here are our top ten must have packaging products.



Cardboard Boxes

1

Outer packaging is essential, so depending on the weight and size of your product, choose a single, double or triple wall cardboard box.

Make sure you get the right sized postal box to keep within Royal Mail's postal pricing guidelines and keep your costs down and products safe in transit.

Postal Boxes



Mailing Bags

3

Keep postal costs down with lightweight padded bubble envelopes and mailing bags while ensuring your small components are delivered safely.

Provide flexible and protective cushioning to your products that may be easily damaged in transit with bubble wrap packaging.

Bubble Wrap



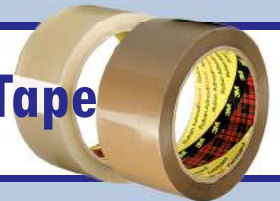
Packing Peanuts

5

When shipping fragile items, use loose fill packing peanuts to add extra protection and prevent movement and rattling.

Different packing tapes have different applications so when you need to seal your boxes securely, you can be sure there's the right tape for you.

Packing Tape



Documents Enclosed Wallets

7

An essential item for any business to ensure your shipping documents arrive clearly visible with the parcel.

Keep your contents on show whilst also protecting from dust and moisture with a clear polythene bag in a range of grades for light to heavy duty use.

Polythene Bags



Strapping

9

Make quick work of a busy packing environment with polypropylene strapping and tools to secure bundles, pallets and parcels.

Improve the stability of your loaded pallets whilst also protecting your goods with polythene stretch film, available in various thicknesses to suit your application.

Stretch Film















Davpack

01332 821 200
davpack.co.uk

A QUICK GUIDE

To Understanding Royal Mail PIP Guidelines

Using the correct sized packaging is important both to protect your product and ensure you don't overpay in postage costs. Since October 2014, Royal Mail has priced parcels and letters by size, so fitting into the lowest possible category can produce big business savings.

	 SMALL LETTER	 LARGE LETTER	 SMALL PARCEL	 MEDIUM PARCEL
LENGTH (max) ▶	↕ 24cm	↕ 35.3cm	↕ 45cm	↕ 61cm
WIDTH (max) ▶	↔ 16.5cm ↔	↔ 25cm ↔	↔ 35cm ↔	↔ 46cm ↔
HEIGHT (max) ▶	 0.5cm	 2.5cm	 16cm	 46cm
WEIGHT (max) ▶	 100g	 750g	 2kg	 20kg
PRICING ▶	£0.63	£0.95 to £2.42	£3.30 to £5.45	£5.65 to £33.40

How to ensure you adhere to PIP

- Get your postal packaging from a supplier who can guarantee which category your letter or parcel falls into.
- Get a plastic guide from the Post Office – if your parcel passes through the relevant slot, you'll know that it is the right size for that category.
- Alternatively, see if your supplier is able to provide packaging that has been 'post checked' to make sure it meets the Royal Mail Large Letter or Small Parcel sizes.

Davpack

01332 821 200
davpack.co.uk

6 STEPS

To Reduce Damages & Avoid Common Shipping Pitfalls

The main reason businesses package their products is to protect them and with that, protect their reputation. So by considering the negatives when a customer receives their product damaged, you can cut down on the costs of resending your products while also protecting any damage to your reputation.

Pack and Label Your Goods Carefully

HANDLE WITH CARE

Choose the correct sized box and ensure your product is well protected in the centre of the box with void fill to prevent movement. Use appropriate labelling if the product is fragile or needs to be kept upright and remember that couriers handle huge volumes of parcels a day so won't take the care you would in handling.

Is Everything Covered Properly?

DO NOT BEND

Some parts of certain products are more valuable than others. The edges and corners of books are often prone to damage. This can be easily prevented by using book boxes that provide that extra bit of packaging in the right area.

Do In-House Testing

DO NOT CRUSH

Drop tests will help you work out the amount of packaging you need and ensure you don't over or under-package. Goods need to survive these tests without layer upon layer of wasteful packaging.

Review Existing Carriers

FRAGILE

To identify trends in complaints and take appropriate action where necessary make sure to review existing carriers. This might mean investing in some message tape or shipping labels to make it clear which parcels are fragile and need extra care.

Review Your Packaging

↑ THIS WAY UP ↑

Ensure you actually take actions to minimise damages by reviewing the packaging you are using and be open to trying new packaging products and innovations. Avoid false economies of using cheaper options that sacrifice strength.

Monitor Customer Feedback

URGENT

Put systems in place to ensure you review customer complaints to identify any trends in product damages. Accurately recording complaints and monitoring them on a regular basis can help you avoid unnecessary costs and unhappy customers!

Davpack

01332 821 200
davpack.co.uk

TOP 6

Ways to Add Value to Your Packaging

Once you have mastered the art of effective and reliable packaging, why not go that one step further and introduce packaging that will make your customers excited before they have even opened the parcel? Here are 6 ideas to add value to your packaging and make you stand out from your competitors.

1



Coloured Boxes

There's nothing particularly exciting about a standard brown cardboard box, so why not brighten up your outer packaging with a coloured cardboard box, postal box or even a custom printed box matching your company's colours and branding.

2

Happy with your standard cardboard boxes but still want to liven up your deliveries, you can add that extra bit of colour with coloured vinyl tape or add your own message and promote your brand with custom packing tape.

Coloured Tape



3



Coloured Mailing Bags

As with cardboard boxes, polythene mailing bags often come as standard in an uninspiring colour, that's why we suggest one of our nine other colours of mailing bags giving you plenty of variety to enhance your packaging.

4

Whatever luxury items it is that you want to package, premium gift boxes with lids can really add that touch of class and promote your products in a professional way.

Gift Boxes



5



Tissue Paper

Once the outer packaging has been opened, why end it there? By adding tissue paper, your product will not only be protected, it will also be presented in a luxury way that will leave a lasting good impression on your customer.

6

Something you're probably more likely to associate with wrapping gifts and presents, decorative ribbon can also be used on your parcels and can really make your customer feel special.

Decorative Ribbon



Davpack

01332 821 200
davpack.co.uk

HOW TO

Make an Impact With Your Packaging

Your aim is to give your customers a memorable 'unboxing experience'. This cannot be done by shipping goods in plain containers and drab boxes, therefore it is crucial to put some thought into how you send out your goods – even just a little colour can go a long way.

Stand Out From the Crowd

Getting your boxes printed is no longer just for the big boys. Even a single colour logo on the top of your carton can help boost your brand and is something you should be giving serious thought to if you consider your business to be more than just a hobby.

You could also invest in product-specific packaging, such as bespoke packaging that features foam inserts, dividers or layer pads. This will help maximise the impact your packaging has and save you the task of assembling all the separate elements of your packaging when you dispatch an item.



Support Your Brand

At its simplest, if you're marketing the product you're selling online as a luxury item, you don't want to mail it to your customers in the cheapest boxes you can find. Think of your packaging as an extension of your brand, and how it can reflect the quality of your goods.

When buying premium items online, you expect the entire service to be premium. Ensure you choose a reputable courier who will deliver goods on time and in perfect condition. Also, by choosing packaging that is not only appropriate stylistically but also functionally and economically, really hits the sweet spot with your customers.



The Full Package

If your product needs careful or special handling, a message clearly printed onto your tape can make sure it catches the eye of whoever needs to see it, reducing the chances of unnecessary damage being caused. Or by having custom packing tape, you can be sure to make an impact in an extremely cost effective way.

A survey by ecommerce logistics company Dotcom Distribution found that if goods were delivered in unique packaging, almost 40% of customers would share a picture of their online order on social media. You could go even further and pop in a personalised thank you note as well. It's all about making the customer feel special.



Davpack

01332 821 200
davpack.co.uk

HOW TO PACKAGE...

VALUABLES

Instapak Foam

Moulds to the shape of your product for effective cushioning



Foam Lined Boxes

Secures and holds your product in place



Parcel Labels

For essential, informative handling instructions



Vermiculite

The highly absorbent alternative to packing peanuts



Silica Gel

Absorb atmospheric moisture and water vapour



CLOTHING

Shoe Boxes

The perfect size and strength for packaging shoes



Garment Boxes

Perfect for stylish product presentation and protection



Polythene Bags

For effective protection from dust and moisture



Plywood Cases

Up to 200kg capacity crates for extra heavy items



Cardboard Tubing

100 metres of cardboard per roll for extra long items



Hazard Warning Labels

For clear identification of what product is being handled



Anti Static Boxes

Keep your products safe from static damage



Anti Static Bags

Cushioned bubble bags for small electronic components



Telescopic Boxes

Adjustable size boxes for large, flat items



UN Approved Boxes

Fully certified boxes for shipping dangerous goods



HAZARDOUS MATERIALS

ELECTRONICS

CUMBERSOME OBJECTS

Davpack

01332 821 200
davpack.co.uk

6 WAYS

To Best Organise Your Warehouse

Warehouses are busy and often labour intensive environments. The less time spent getting tasks done, the healthier the bottom line will look. As companies grow and only when they find the warehouse bursting at the seams do they consider more space – which invariably isn't needed – just better organisation.

1

Create a warehouse within a warehouse. Group the 20% of SKUs that make up 80% of your orders to reduce picking and movement time for your staff.

2

Profile your orders. Your most popular SKUs may change with the seasons so redesign your layout and review at least once a year. This will help with your 'warehouse within a warehouse'.

3

Use software to optimise your picking. Whether you choose single order, multi-order, batch or zone picking, the correct methodology is vital for increasing your productivity. Record bin locations and add these to your picking list.

4

Decide on only three or four standard dispatch boxes. With just a few to choose from, staff put orders together faster. It will also reduce carriage charges and packaging spend as you'll get greater discounts on higher order volumes.

5

Consider automation. It's been estimated that pickers spend more than half of their time moving products around! By considering automation or part-automation, such as conveyor belts you can greatly improve productivity.

6

Pallet racking systems. Using this form of storage helps to standardise processes and procedures which in turn leads to cost saving. Also, by storing more stock vertically you save valuable warehouse floor space.



Davpack

01332 821 200
davpack.co.uk

WHY

You Should Palletise Your Products Efficiently

Using the same size boxes and ensuring that your operators know how best to pack and stack them can speed up dispatch considerably.

Using consistent cardboard boxes can also mean faster packing as operators don't have to spend time trying to find the right one for each order then trying to align them neatly and safely on the pallets.

The first step to ensuring most efficient use of your pallets is by ensuring you're using a consistent size.

Standard pallets come in the following sizes:

800 x 600mm, 1200 x 800mm and 1200 x 1000mm.

Which one you choose to use will depend on the size of your product the cartons in which you're packing it and your warehouse racking sizes. Optimise your pallets by trying to achieve as much consistency as you can; where products vary in size, keep different carton sizes to a minimum and if space allows, pack in a separate area.

TIME COST

The chances are that your shipping costs will be based on the number of pallets you dispatch and the number of trucks that are needed to transport them. Keeping both to a minimum can therefore represent a huge saving.

The balance you need is between using the best box for your product with minimal use of void fill, and using one that fits snugly onto a standard pallet and enables you to stack to the optimum height. It may be that by using consistent sized boxes with good stacking strength, you make better use of your space which could more than offset the cost of a little extra void fill.



CONSISTENCY SAFETY

The other way pallet optimisation can be important to the way your workplace operates is that you can plan stacking to ensure your pallet is safe.

Using multiple cartons and stacking them in an uncoordinated manner is more likely to lead to an unstable load – and even if you manage to secure it in place with pallet wrap in your own work area, there is likely to be some shift in transit, leading to even greater instability. So to avoid risk of damage and injury, align your boxes carefully and use stretch film and strapping to secure the load.

Davpack

01332 821 200
davpack.co.uk

HOW TO

Optimise Your Packaging Process



Consider using adjustable boxes; designed with creases in the sides so that you can quickly cut them down if the contents don't reach the top. This means they're suitable for a wide range of products, which won't increase your void fill requirements.



Save more time with perforated rolls of bubble wrap. Like a normal roll, but quicker and easier to tear off a specified amount – ideal when you're packing the same product time after time.



Look at using layflat tubing; a roll of polythene that you can cut to the length you need – making it a sensible way of packaging different amounts of the same product, rather than multiple sizes of polythene bags.



Use crash-lock boxes which have pre-glued bases so that when you unfold them, the bottom automatically takes shape without the need for tape or glue. It can take less than half the time to construct one of these boxes than it would a standard one.



Make your employees wander here, there and everywhere after all the packaging products required to do the job. One of the most common solutions is to buy intelligently designed packing benches, which should have convenient dispensers and compartments for all your packaging materials ready for use.



Eliminate the idea of specially designed packaging because of the cost. The idea is that you can make sure there is no more spare space inside your packaging than is absolutely needed, so your need for void fill can be reduced. It may not sound like much of a saving, but those little differences can add up to something considerably more substantial in both material and labour costs.



Clutter up small areas of workspace with loosefill and bubble wrap. When you think about it, both are made up mostly of air which makes them bulky and expensive to transport and store. Air cushion packaging is a clever new approach to this problem. What you get are rolls of flat film and a small machine which fills them with air as and when it is needed.

DO



DON'T

Davpack

01332 821 200
davpack.co.uk

4

Money Saving Tips For Your Packaging



Take advantage of non-branded products

Davpack C5
Bubble Envelopes

up to
20%
Cheaper

Branded C5
Bubble Envelopes

= Same level of protection &
up to 30% quantity savings



Save by bulk buying - but don't go overboard

Everyone knows that huge savings can be made by buying in large quantities. However, this isn't much of a saving when you buy considerably more than you actually need!

Try to make a balance between the quantity discounts available and storing your packaging for a long period of time.

Most businesses find it more profitable to use their warehouse space for products they are selling, and to buy their packaging in on a just-in-time basis.



Reduce the amount of packaging you use

Reliable, quality packaging is essential for any online ecommerce business. Using too much though is wasteful and gives your customers a poor impression of your business' priorities.

It can also get to be very expensive in terms of extra packaging used or excessive delivery costs.



Consider other packaging options

Have you ever thought about using air cushion packaging?



5 x Bags of
Loose Fill



75

Cubic Feet
of Material



1 x Roll of
Air Cushion Film



10 x Bags of
Loose Fill
Per Month

£2,210.40



1,800

Cubic Feet
Annually



24 x Rolls of
Air Cushion Film

£850.46

Saving You Over

£1,350

Annually

Davpack

01332 821 200
davpack.co.uk

£25 PACKAGING VOUCHERS

£15 Off When You Spend Over £75

[Click Here to Get Your Voucher](#)

£10 Off When You Spend Over £50

[Click Here to Get Your Voucher](#)

Thank you for taking the time to read through the Davpack Small Business Guide to Packaging. We hope you found it helpful and gained some beneficial tips that will make your packaging operations even more successful.

As a reward, we would like to offer you £25 in packaging vouchers to spend on our website. Simply click the links above, enter a few details and be automatically sent your voucher codes.

