E-Commerce Solutions
Protect Packages and Lower Costs

• **39%** of consumers say that packaging damage would deter them from ordering from that company again

• **20%** of e-commerce returns are due to damaged products. During the 2017 holiday season, $6.4 billion in damaged product was returned

First impressions matter. When an e-commerce package arrives on a customer’s doorstep, they expect it to be in great condition. That’s where Great Northern Laminations can help. Our packaging solutions protect e-commerce shipments, eliminating the hassle and cost of returns for everyone.

**Attention Amazon Vendors:** effective August 1, 2019, you will be required to meet new packaging requirements. We can help. More info on the back.

**Great Solutions**
Laminations VBoard edge protection keeps products of just about any type, size or shape in great condition. Used on the inside or the outside of a package, it can be easily cut to fit the dimensions of your package. It’s easy to apply, remove, and 100% recyclable. Most importantly, packages will arrive at the customer’s doorstep looking great!

**The Benefits of Edge Protection**
• Can cut assembly time
• Can reduce the cost of packaging materials
• Can lower shipping costs throughout the supply chain
• Can reduce product damage, saving time and money
• Can be recycled curbside

**Protect packages using the most current packaging standards while lowering overall costs with help from Laminations**

**VBoard®**
Protects and strengthens the edges and corners of corrugate box packaging, and can be applied inside or outside of your package. Made to custom fit your package so you have a perfect fit and protection for each shipment.

**NotchBoard®**
An ideal solution for custom sized products that requires both edge and corner protection. Straight or V-Notch pieces can easily be folded around the corner of a product to provide a lightweight protective framework.

**UChannel®**
A great solution for items such as windows and doors that are the same width and mass-produced. Its unique, three-sided single piece construction can be formed into a wide variety of widths and lengths.
New Amazon Packaging Standards

Effective August 1, 2019, vendors selling through Amazon will be required to meet Amazon’s Packaging Guidelines known as ‘Frustration Free Packaging.’ These standards were created to give customers packaging that is:

• Easy-to-open
• Well-protected
• 100% recyclable

This applies to products that exceed 18” x 14” x 8” or are greater than 20 lbs. sold through Amazon. Businesses not meeting these guidelines will be financially penalized on a per package basis. There is also a financial incentive for early adopters. Learn more at laminationsonline.com.

Great Northern has extended its e-commerce packaging expertise to the Amazon Packaging Support and Supplier Network (APASS), which is officially recognized by Amazon to assist e-commerce vendors with their packaging challenges.

We can design, test, and produce a protective packaging solution to meet Amazon’s new guidelines.

Contact a Laminations E-Commerce Packaging Expert at 800.925.2626 or visit laminationsonline.com/e-commerce.

VBoard used outside of the package to protect from warehouse to doorstep

VBoard used inside the box to add structural integrity to packaging

VBoard ensures that high value purchases arrive undamaged and looking good

Laminations Manufacturing Plant

Great Northern Sales, Design, Fulfillment & Manufacturing

Stocking Hub

Account Manager

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