

# E-Commerce Solutions

## Amazon Packaging Standards

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

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.

### 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 while lowering costs using Laminations edge protection.



### 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.

# Amazon Packaging Standards

**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

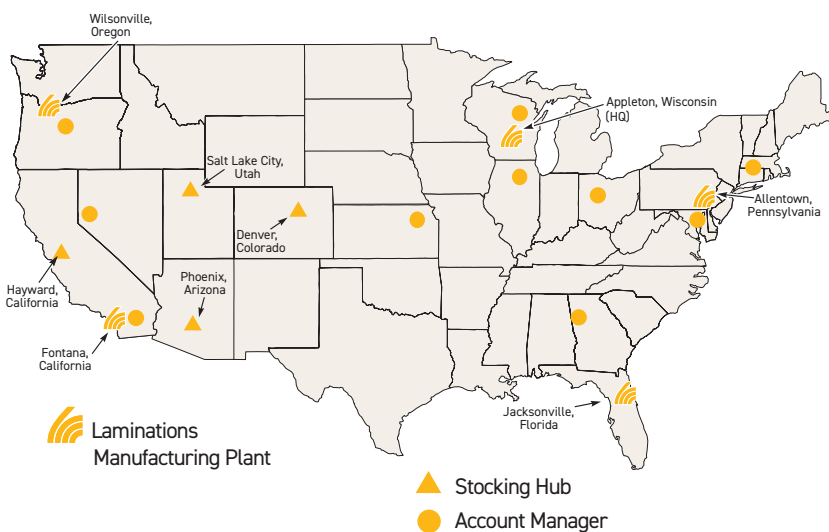
This applies to products that exceed 18" x 14" x 8" or are greater than 20 lbs. sold through Amazon. Businesses not meeting these guidelines will be financially penalized on a per package basis.



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 Frustration-Free guidelines.

Contact a Laminations E-Commerce Packaging Expert at **800.925.2626** or visit [laminationsonline.com/ecommerce](http://laminationsonline.com/ecommerce).



**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**