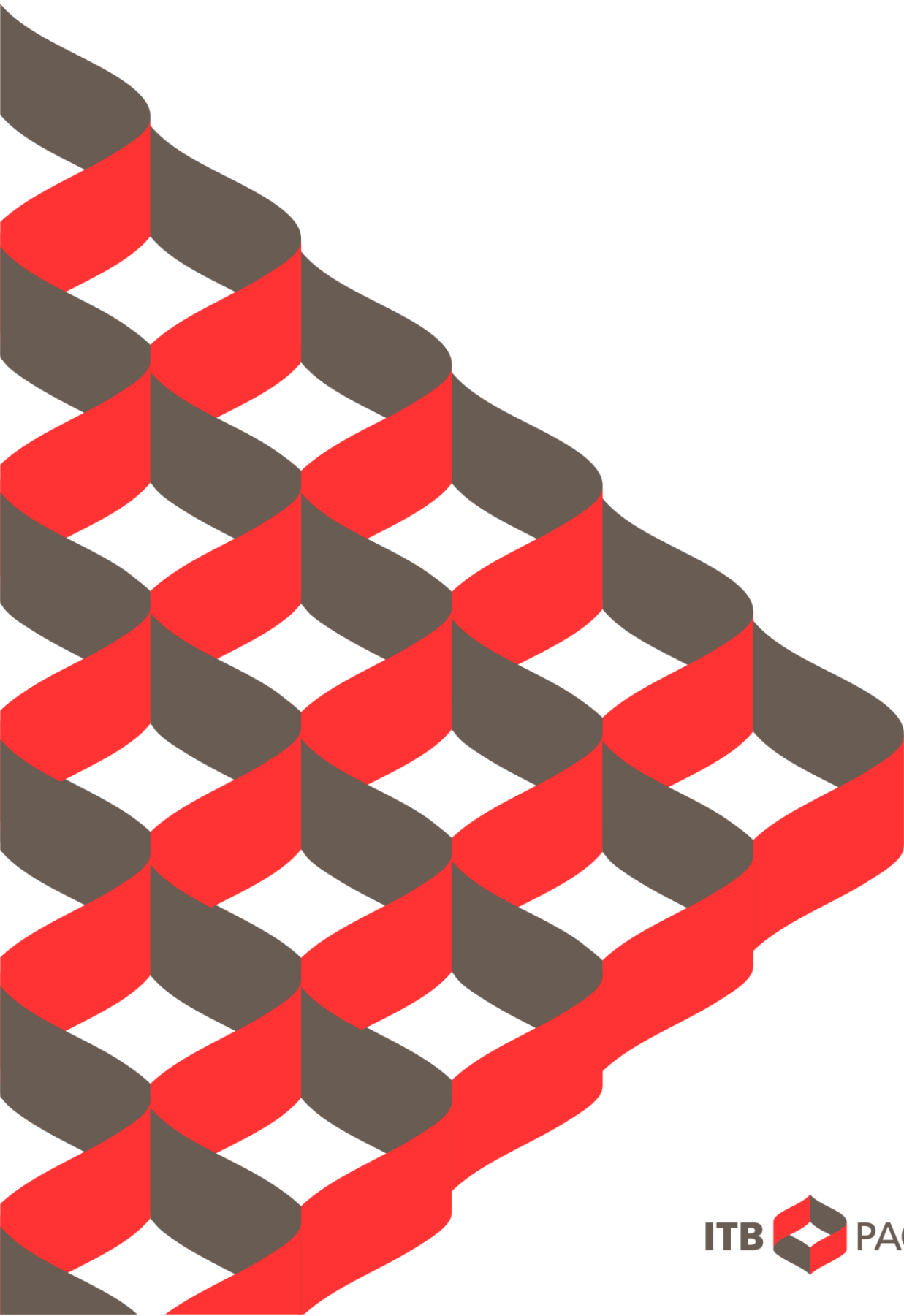


ECOMMERCE CASE STUDY:

Target



SITUATION:

Purchased on-line order of variety liquids, snacks, beverages from Target.com. Many items like Breads, Sodas, Produce were available for in store pick-up & delivery, but not e-commerce shipments.

Product arrived in the following condition- In this case the liquids had damaged chips and dip, leading to bag popping open and popcorn released into the box and lid removed from dip. Grease from popcorn had transferred onto box and other items.

16 air pillows used as void fill & separation. Estimated cost of void fill 48 cents. RSC style box with dimensions of 22 ½ x 19 ½ x 10 ½ and sq. ft. of 18.4; proper sizing would lead to 7.6 sq. ft reduction or 41%.

RSC Dimensions:

	L	W	H	SQ. FT PER BOX
TARGET BOX	22.5	19.5	10.5	18.403
TARGET BOX PROPERLY SIZED	16	13.5	11.2	10.830

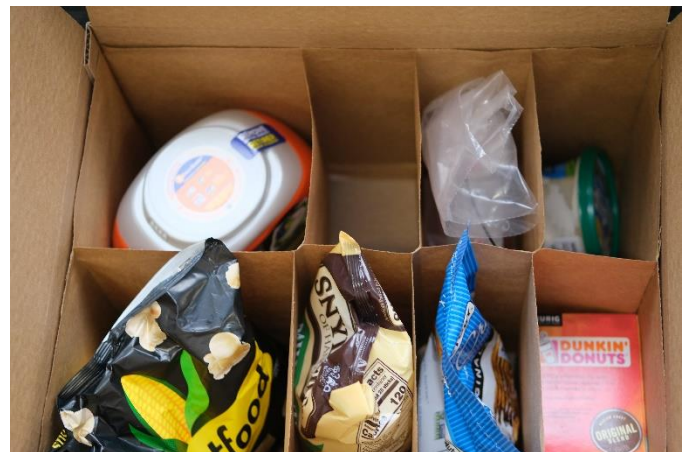
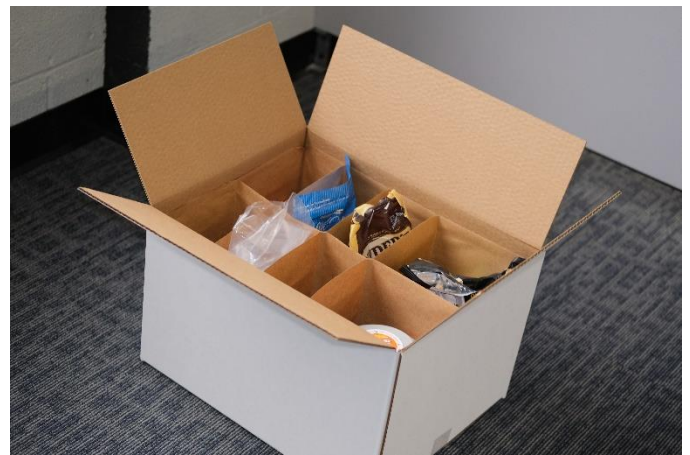
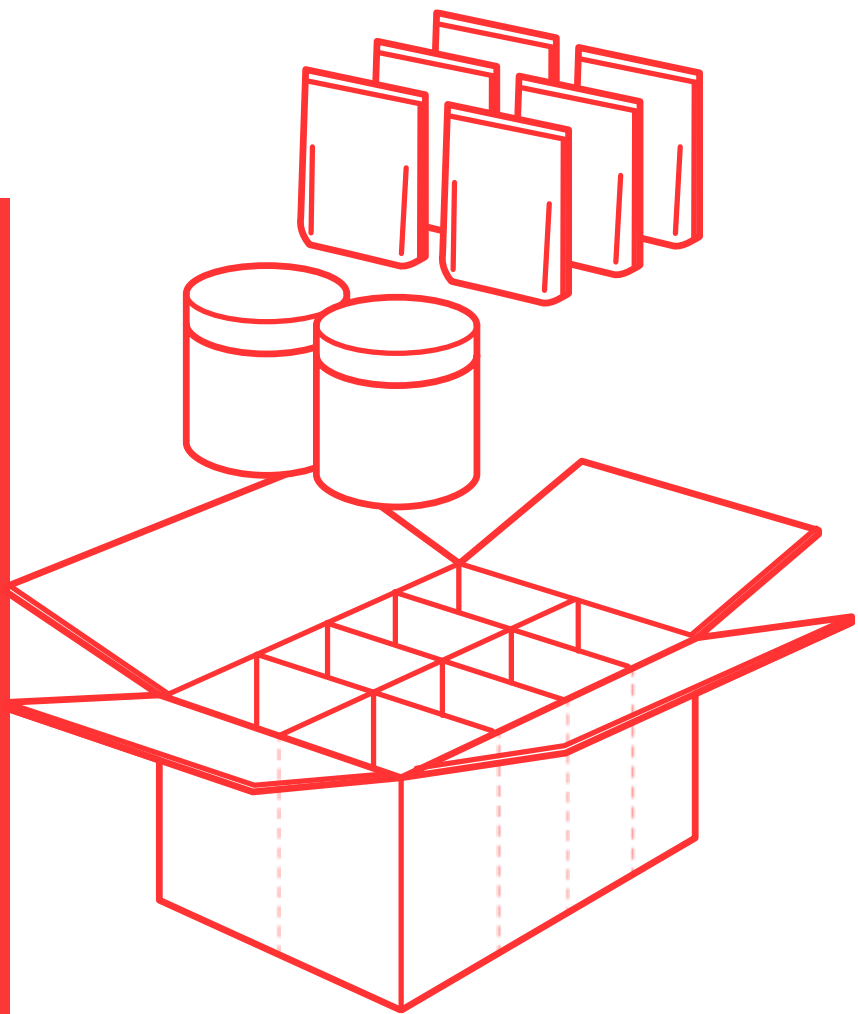


SOLUTION:

Implement ITB Packaging Proprietary Flexible Divider System. Customized cell configuration allows for containment & separation of heavier liquids from shifting & migrating during transit cycle. Thus, eliminating the above-mentioned damage of popcorn, dip, and other items.

Key items that need to be isolated & separated from other items, will have dedicated & restrictive space. Each customized cell will assure items remain upright, separated, and intact.

Integrating ITB proprietary divider solutions allow the divider to provide horizontal protection by isolating items and restricting shifting & migration. The dimensional right sizing technology would provide the vertical protection and structural integrity for stacking strength & mitigating vertical movement of items.

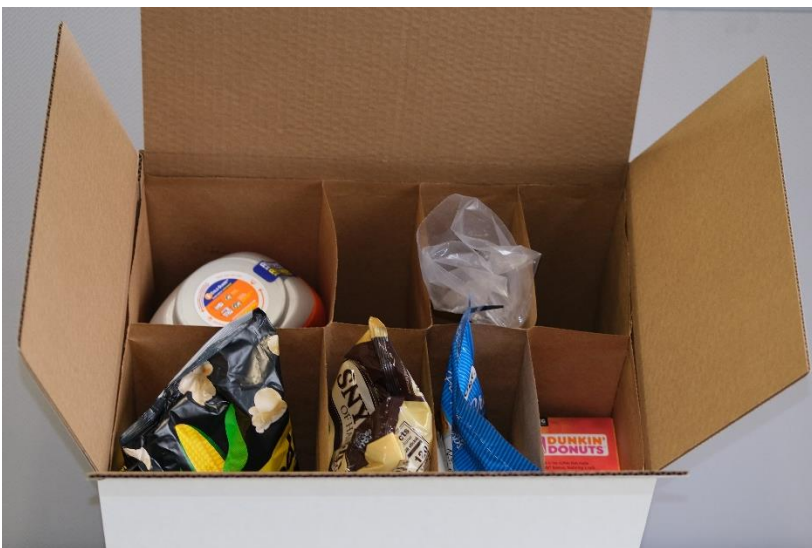


RESULT:

The ITB Divider would eliminate the need for air pillows, providing the following estimated savings:

- 39 cents reduction of void fill packaging cost by eliminating air pillows
- Reduction of labor by eliminating the multiple repetitive motion & touches of reaching for air pillows, pulling pillows into car, tearing of air pillows, manipulating the air pillows into voids and filling head space. In many cases another touch occurs, when operator either adds more air pillows or removal of excess air pillows.
- Between \$6.18 and \$7.53 savings of shipping costs due to dimensional right sizing of carton via Westrock Box Sizer technology. (Based on comparison of 28 DIM lbs. being reduced to 15 DIM lbs.)

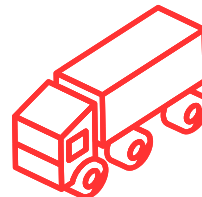
Increased customer experience which optimizes customer acquisition & retention expense. Illustration below of identified design and pack.



\$.39
AIR PILLOW
(DUNNAGE) SAVINGS



LESS TIME PACKING
AND ADJUSTING



\$6.18-\$7.53
SAVINGS ON
FRIEGHT