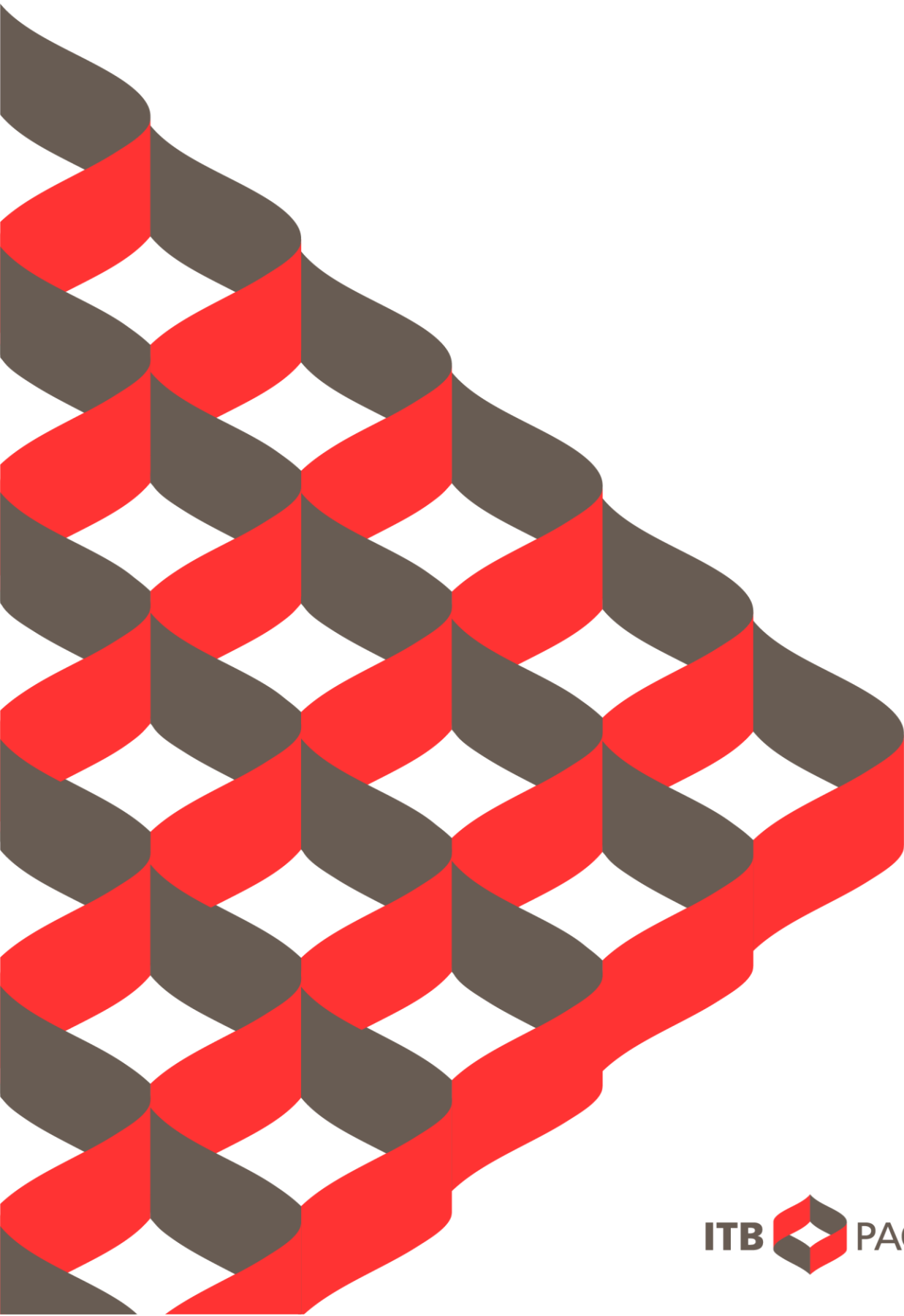


ECOMMERCE CASE STUDY:

IHerb



SITUATION:

Purchased on-line order of variety of supplements & health food.

Product arrived in the following condition- In this case the products were not visibly damaged but had shifted during transit cycle.

Initial Customer experience was that product was exposed to shifting & migration, which is leading cause of damage.

35 air pillows used as void fill & separation. Estimated cost of void fill \$1.05. RSC style box with dimensions of 14 ½ x 12 x 10 ½ and sq. ft. of 8.9; proper sizing would lead to 6.6 sq. ft reduction or 35%.



RSC Dimensions:

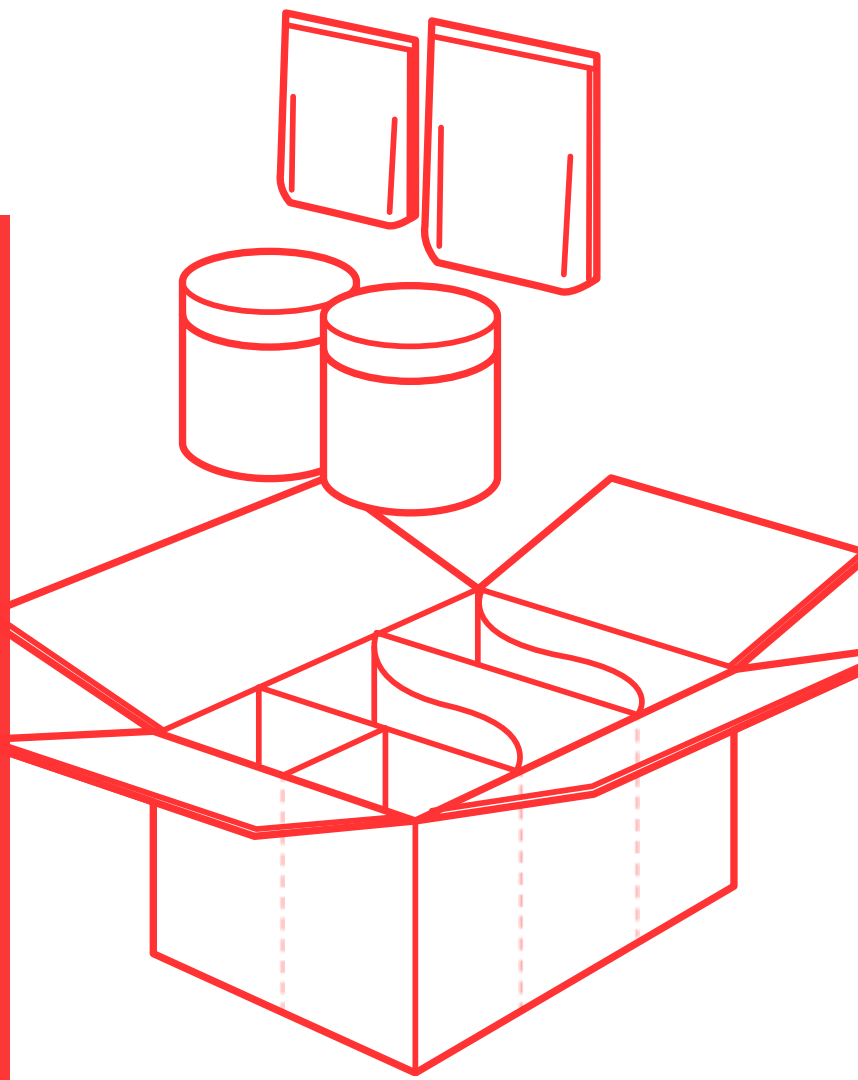
	L	W	H	SQ. FT PER BOX
IHERB BOX	14.5	12	10.5	8.9
IHERB BOX PROPERLY SIZES	12	11	8	6.6

SOLUTION:

Implement ITB Packaging Proprietary Flexible Divider System. Customized cell configuration allows for containment & separation of heavier liquids from shifting & migrating during transit cycle.

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. The unboxing or customer experience with ITB Solutions would improve, damages less likely to occur, and solution is 100% recyclable.

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:

- \$1.05 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 \$1.28 and \$1.58 savings of shipping costs due to dimensional right sizing of carton. (Based on comparison of 12 DIM lbs. being reduced to 8 DIM lbs.)

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

