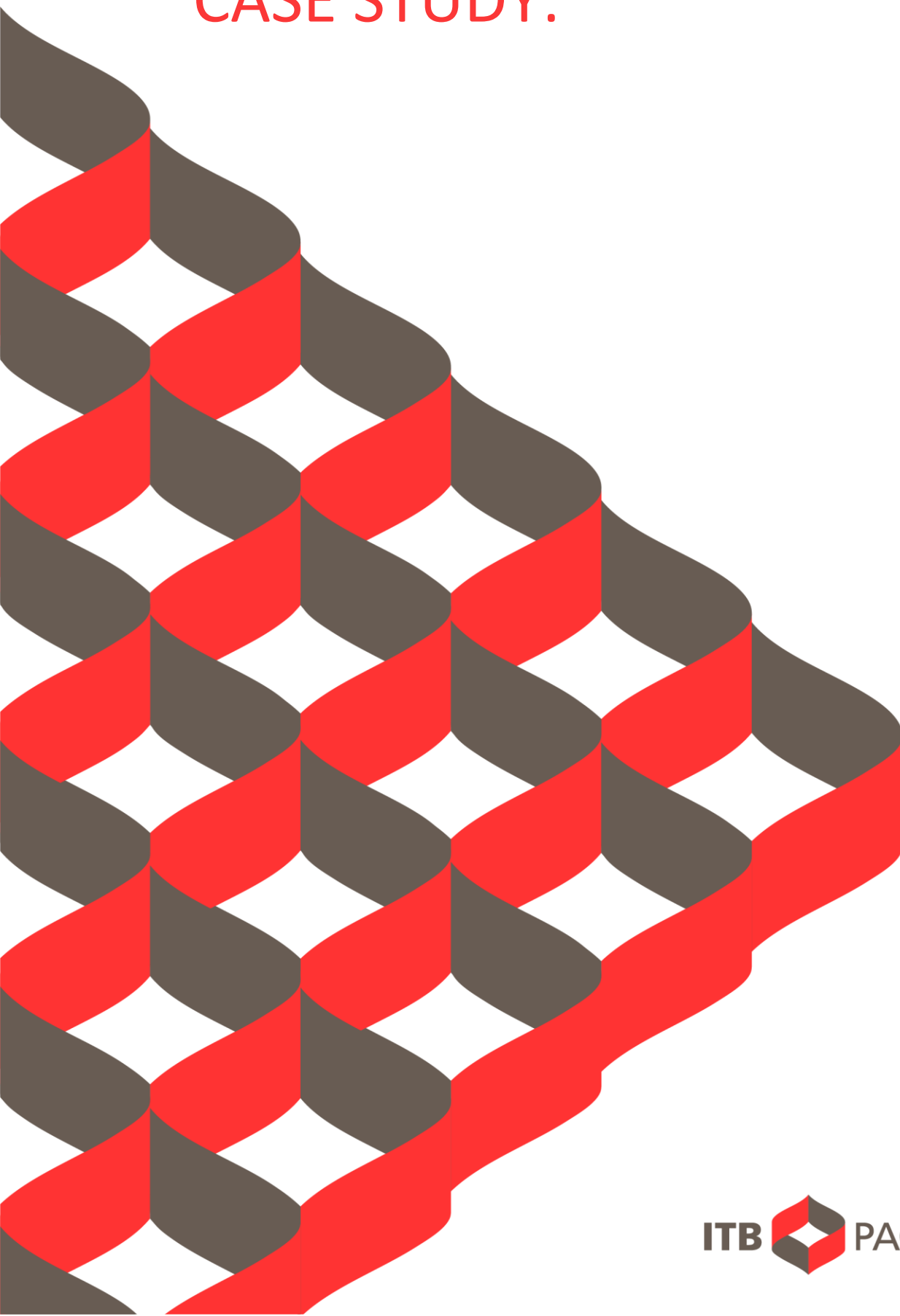


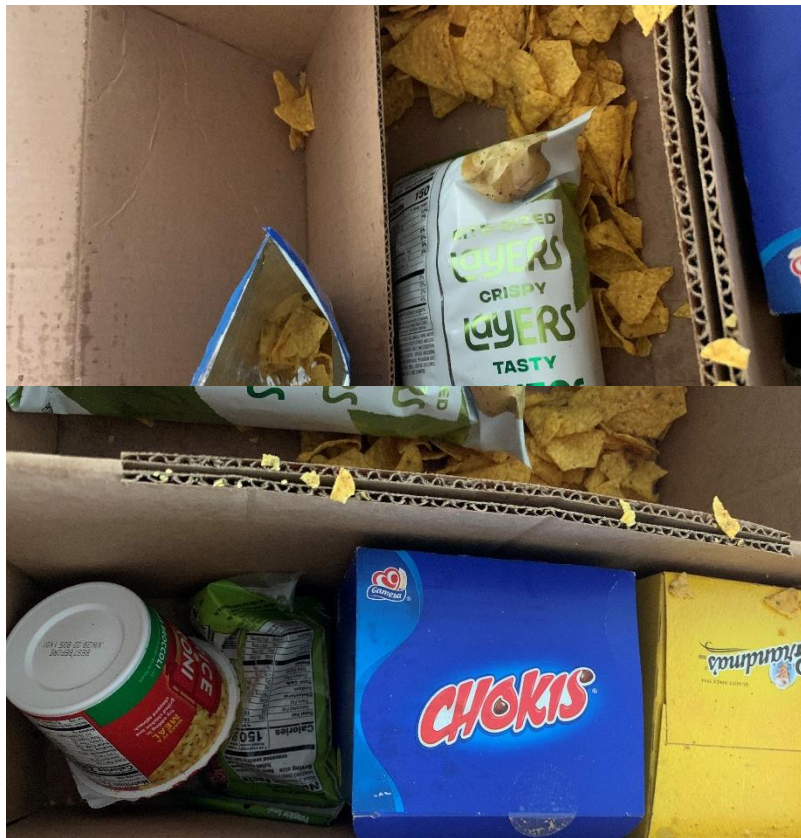
ECOMMERCE CASE STUDY:



SITUATION:

Purchased online order of variety chips, dips, cookies, and other snack items.

Product arrived in the following condition- In this case shifting of products damaged the chips, leading to the bag popping open and chips released into the box. The grease from the chips had transferred onto the box and other items.

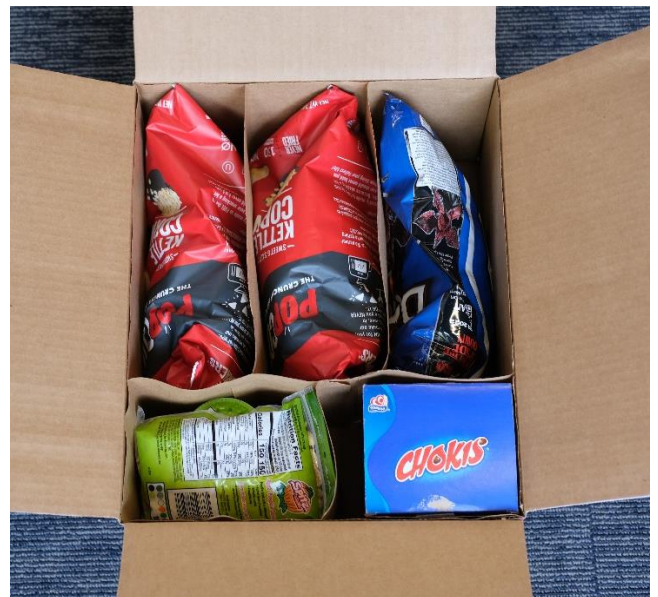
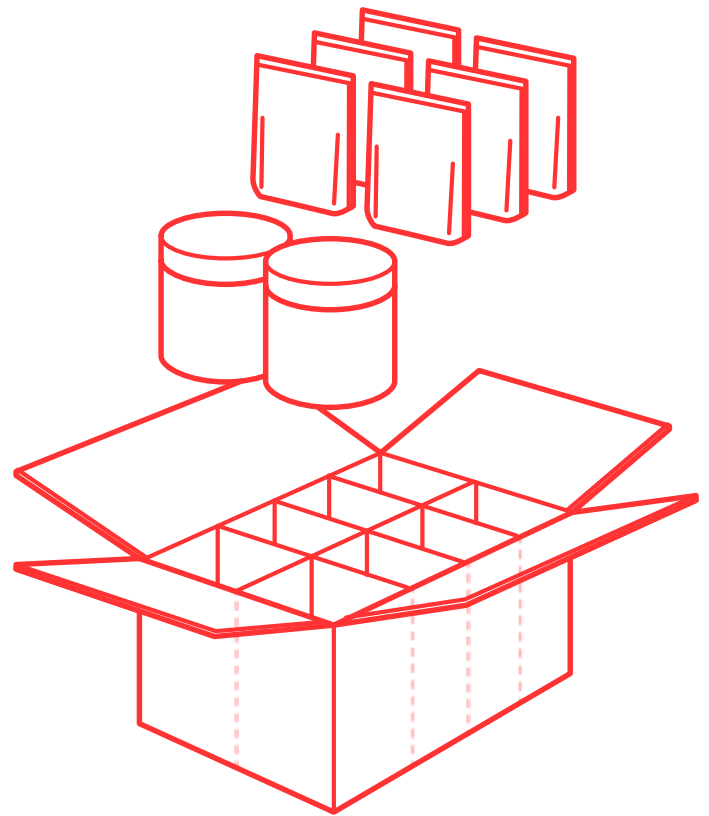


SOLUTION:

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

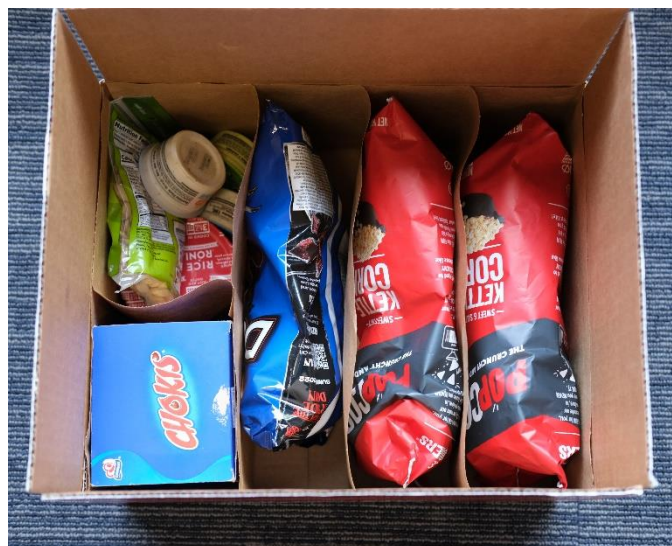
Integrating ITB proprietary divider solutions allow the divider to provide horizontal protection by isolating items and restricting shifting & migration. The dimensional right sizing technology would provide the vertical protection and structural integrity for stacking strength & mitigating vertical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



RESULT:

The ITB Divider would increase cost savings and efficiencies:

- Dimensional weight savings- smaller footprint will significantly reduce freight costs.
- Material savings in corrugated as the new dimensional right size box will require less corrugated material- Corrugated price index up over 45% in the past 16 months.
- Labor, storage, handling replenishment savings- No more need to manually install partitions, no separate SKU slots for corrugated & partition warehousing, less handling with our integrated single SKU box/divider solutions, and no balancing the order/replenishment of separate box & divider.
- Integrated single SKU box/partition can be erected via carton erecting equipment, eliminate the current need to manually install partitions.
- Damage Reduction- by incorporate more cells and reducing the amount of void space, will reduce the ability to have product shift/migrate during transit cycle, which is the leading cause of damage and customer complaints.
- Taller-yet smaller length & width of box will reduce likelihood of damage by increased stacking strength, position of product (chips) upright to reduce items space, accommodate more items per cell reducing exposure to damage and enhanced product presentation.
- Enhance customer experience and unboxing moment- products securely isolated in cell, presented upright, reduce damage.
- Sustainability- fully recyclable and sustainable design that is easy to collapse and requires no separation of materials for recycling.



Reduce freight, material, and labor costs



Integrate with carton erecting equipment



Enhance customer experience by reducing damage



Address your company's sustainability initiatives