

IT'S TIME TO MAKE E-COMMERCE EASIER FOR CPG COMPANIES



Mike Riegsecker, President of Menasha Packaging Company, provides tips on e-commerce packaging and services.

I recently saw Shopper Marketing's annual 2019 Trends survey results*, which tallies input from consumer goods marketing executives on a variety of issues that will shape their future. One portion of the results jumped out at me: *46 percent of respondents have not looked into using special branded e-commerce packaging for doorstep delivery.* Reading this, I couldn't help but share my view of specialty e-commerce packaging.

First, I echo the sentiment that consumer shopping behavior is shaking up traditional merchandising at a challenging pace. But it *IS* possible to successfully navigate and manage e-commerce opportunities. It starts with recognizing the barriers to brand growth in the e-commerce environment and tackling those roadblocks now, despite your many "unknowns", in order to win in the near future.

At Menasha, we are helping major consumer packaged goods companies to not only get their brands in the hands of consumers, but to do so at the **lowest total landed cost supply chain in the industry**. This is an important point. There are many suppliers that can print attractive packages. There are many suppliers that can personalize and customize boxes. And there are many suppliers that can co-pack your products or bundle-wrap food items or pack-out your merchandising products. However, a supplier that excels in one area may not have the capacity or expertise to provide a service in another area – and the costs add up fast. Streamlining your entire process from end-to-end by working with one company that manages all aspects of your e-commerce supply chain makes good business sense.

With decades of packaging and merchandising experience and insight, and a knack for doing things right, Menasha is able to deliver tailored e-commerce solutions conveniently, cost-effectively, and quickly, ultimately engaging consumers with a brand or category. With its comprehensive network of manufacturing plants and services facilities and its 15 years of leading-edge shopper insights and retail partnerships, Menasha supports an efficient national distribution program. Here, I'd like to point out just a few e-commerce considerations that will help you break your barriers to entry and grow sales in the online space.

Brand Building & Control. Brands are now forced to build consumer experiences through packaging engagement in the home. Make sure you create an experience with personalization and customized packaging. You'll need a supplier with state-of-the-art and digital printing technology and the ability to provide on-demand solutions. You'll want packaging designs created with category/shopper insights based on consumer experience. Your brand needs its own solution!

Purposeful Packaging. If your package is designed right, you will achieve total landed cost and supply chain optimization. You need a supplier that provides primary and/or secondary packaging capabilities, and you'll need your packaging to work on all major online platforms. Not everyone is an expert in how to maximize efficiency throughout your supply chain, so you should work with a supplier that knows what it's doing. At Menasha, we're ISTA 6-Amazon.com certified, meaning we offer ISTA testing and certification, which is one example of how we are able to deliver the right solution to customers.

Adaptable Supply Chain. You should take an integrated approach to building your brand online by considering a supplier that enables all selling models – wholesaler, third party retailer, consignment, and direct-to-consumer. A supplier that uses automation is able to reduce labor and increase efficiencies. A supplier that has systems in place for shipping components and structures will be able to deliver the most cost-effective and scalable services. Menasha's network of mobile and modular technology, automation, and systems, plus our investments in new and evolving technology and services ensure our customers can tap into the full spectrum of e-commerce solutions.

It's time to make it easier for both large and small consumer products companies to play a role in building brands and category leadership with e-commerce!

*Path to Purchase Institute/[Shopper Marketing magazine](#)



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