

# HOW TO SECURE PACKAGES TO PREVENT DELIVERY RETURNS?

## THE CLIENT'S CHALLENGE

On the strength of the exponential growth in its online sales and the increase in its product shipments, this photo laboratory has to cope with a high product return rate due to damage to products and breakage in transit, mainly because of its different frame formats. This damage has generated negative feedback on the website, and greatly affected the brand image, slowing down the company's sales.

### ACTIVITY:

Photo laboratory selling photo printing, inkjet printing, photo album design, wall decoration and framing mainly via its e-commerce site.

### PROJECT TYPE:

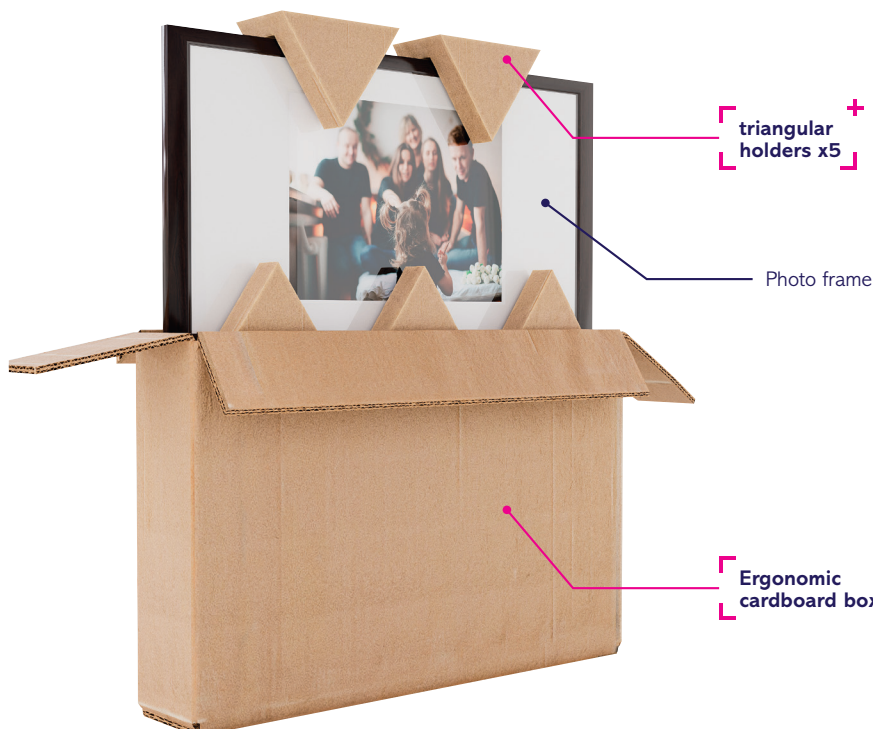
Designing secure packages.

### PROJECT OBJECTIVE:

Reduce product returns.

## THE ANTALIS SOLUTION

The design of a Bespoke solution in the form of ergonomic cardboard boxes, providing secure transport to prevent breakages and thereby reduce product returns.



## THE SOLUTION

The design of an ergonomic cardboard box that protects and secures products during transport.



**1.** Ergonomic cardboard box



**2.** Triangular holders x5



**3.** Photo frame

### Services provided

#### SMART CONSULT

We help you optimize your costs and packaging efficiency.

#### SMART TECH DESIGN

We create bespoke, high-tech solutions to meet any of your specific business challenges.

#### SMART DESIGN

We design packaging to suit your individual specifications and enhance the consumer experience.

### The process

- Expression of requirements by the client
- Discussion and engineering at the supplier's premises
- Visit to the client's premises in the company of the selected supplier
- Prototypes made
- Specifications drawn up, taking into account the vital factors
- Testing phase
- Validation by the client

## ADVANTAGES



#### ADAPTABILITY

These new boxes are available in various formats, tailored to each product.



#### SAVINGS

Reduced return rate, and improved brand image.



#### ERGONOMICS

Manufacturing a single cardboard box model, with flat screen type handles.



#### Antalis Expert

“ The objective was to find a suitable tailored solution to protect the frames in transit. We took into account the various frame formats whilst keeping a competitive level of pricing, and thereby improving the customer experience. The packaging proposed had to meet multiple standards and specific technical criteria, and also be easy to handle. ”

