

Ranpak®

Deliver a
Better World™

Your Guide to Perfect Sustainable In-Store Packaging





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The moment in time for retail

The past several years have seen the retail environment adapt to significant changes in customer behavior based on the impact of the global pandemic.

Because of the need for social distancing and other measures, retail sales in 2020 declined by 2.8%.¹ However, by the end of 2021, retail volumes were predicted to return to pre-pandemic levels of growth, and in 2022, signs of strong demand are present manifesting in competition around logistics and supply chain resources.

What this means for retailers with a brick-and-mortar presence is that they must prepare to address some classic challenges along with others that are becoming an increasingly important part of the business landscape in the 2020s. Forrester predicts that 2022 will see the circular economy become an even

greater theme for retail businesses, while the importance of returns as a service differentiator will also grow.² On top of this, add challenges in logistics, and a picture emerges of a global retail market that is poised to capture the interest of consumers based on planning, messaging, and movements to sustainable and efficient ways of doing business. Brick-and-mortar retail will need to adapt to leverage the full advantage of their store space, with options like buying online for in-store pickup and exploring the experiential factors of the store as a showroom helping to

maximize customer convenience and capitalize on their shopping interest. With about 62% of in-store purchases attributed to impulse buying,³ retailers have an opportunity to streamline their point-of-sale operations and support the sustainability of their brand image by adopting 100% recyclable packaging solutions behind the counter. It's time to embrace circularity while improving the efficiency and ergonomics the point-of-sale. In this guide, you will learn why paper packaging solutions are the ideal in-store system supporting retail and helping to Deliver a Better World™. ■



¹ Karin von Abrams, Emarketer.com, Global Ecommerce Forecast. 2021, Jul 7, 2021.

² Fiona Swerdlow, Sucharita Kodali, Forrester, Predictions 2022.

³ Godwin Ofori, Newneuromarketing.com, What Psychology Knows. About Impulse Buying In 2020, July 8, 2020.



Creating optimized work environments at the point-of-sale

Retailers know that the presentation of their stores has a big impact on their customers, including their checkout experience.

Point-of-sale marketing is one way that retailers take advantage of the customer journey through the store to increase sales, allowing them to make additional purchases on their way to checkout. Presentation, speed, and a positive brand experience are critical to maintain momentum through the final steps of the shopping experience. Replacing legacy plastic packaging solutions with sustainable paper solutions for in-store packaging helps to optimize the work environment with benefits for retailers, employees, and customers.

Cost-Reduction

The perfect in-store packaging system needs to make sense at scale. Preserving margins means balancing material costs with efficiency—a material that is cost-effective but leads to many damaged products will lead to

Material prices for Geami® compared to plastic bubble range from -5% to +10% within a typical scenario, depending on products, volume, and other factors.



dissatisfied customers, lost business, and costly returns. More costly materials may provide more protection than necessary, leading to lost revenue. Paper offers a balanced combination of strong protection and efficient cost when compared to systems like foam and plastic bubble rolls, helping protect products as well as profit margins.

Efficiency

The smaller and more efficient a system is, the better. Countertops are important places for displaying add-on purchases within many retail environments. Making good use of available space can make the difference between an efficient checkout that makes purchasing

easy and a bottleneck with negative implications for customer satisfaction and profitability.

For this reason, many retailers opt for compact wrapping solutions that can fit underneath counter spaces or into closets or alcoves designed to keep a low-profile. Along with fast operation, these solutions are also easy for individuals to use with minimal training, meaning that they can observe any distancing required while effectively packaging items, freeing up in-store resources for other important tasks.

One pallet of Geami® material is the equivalent of 4.7 pallets of plastic air bubble rolls, meaning that paper wrapping material stores smaller and each roll wraps more,

reducing roll-changes and improving productive use of space and time.

Safety and Ergonomics

Clutter, bulky equipment, and moving parts like cutting blades or motorized devices can create work environments that necessitate additional specialized training for staff. Paper solutions are perfectly suited for the point-of-sale environment because they do not require any additional blades, staples, or tape to wrap products.

During the prolonged pandemic, the ergonomics of the workspace have become even more important to manage from a safety standpoint. It can be challenging to have multiple staff handling customer goods in situations where social distancing is

required, putting space at a premium. Whatever solutions that are used for packaging need to be fast, simple, and easy for team members to learn. **Geami® can wrap products up to 3 times faster and with up to 60% more effective protection.**

Ergonomics also impact long-term employee health. Geami® expands on-demand, wrapping quickly and eliminating manipulations of bulky bubble rolls, adhesives, and cutting scissors. When assessed against bubble rolls in a head-to-head ergonomics test, **Geami® HV outperformed bubble rolls on usability in regard to key body regions, reducing stress on employees' bodies. ■**

Balancing simplicity and versatility

Providing ergonomically efficient packaging solutions often means keeping operations simple.

However, simplicity does not mean adopting a “one size fits all” solution. By identifying the packaging needs of the full range of products available within a location, store managers can make sure that there is an easy-to-use system for applications including wrapping, padding, and cushioning.

By using Greenline® paper that is FSC®-certified, curbside recyclable, renewable, and biodegradable, the FillPak® converts recycled post-consumer-waste into highly efficient packaging material that can operate almost anywhere due to light weight and no requirement for electricity. ■

While Geami® excels at wrapping items, for items that need cushioning or void fill to remain protected, FillPak® Go offers an equally elegant solution that wins on sustainability.



Delivering on eco-friendly commitments

Customers want to do business with brands that are working to embrace the circular economy and provide them with sustainable options, and packaging counts.

In fact, roughly 42% of all the plastic ever created has been used in packaging.¹ Plastic accounts for 80% of all marine debris found from surface waters to deep-sea sediments², and much of that pollution comes from packaging materials that can be effectively replaced by more sustainable options. By moving to embrace sustainable paper solutions for in-store packaging, brands

communicate their participation in the circular economy while also making it easier for their customers to recycle.

Sustainability

A meaningful embrace of sustainability is key to the present and future brand image of any customer-facing business. Messaging on commitments is a popular method for

¹R.Geyer, J. R. Jambeck, K.Lavender Law, Science Advances Vol 3, Issue 7, Production, use, and fate of all plastics ever made, July 19, 2017.

²www.iucn.org, Marine plastic pollution, November 2021.



companies to project a sustainable image, but what their customers see in-store, and what is in the bag or box with their purchased products will speak loudest of all. Even if in-store products are made using sustainable processes and materials, if they are then packaged in materials that are not, it can leave a negative overall impression. Within the circular economy, the full lifecycle of a product is taken into consideration, making packaging important when evaluating overall impact.

Plastic reduction

While some common forms of single-use packaging such as plastic bubble sheets can technically be recycled, the fact that they require specialized facilities to be processed means that they are usually directed to landfills or incinerated instead. Customers may not understand the differences between plastic types or may be unwilling or unable to make the extra effort to separate materials and find a location that can accept them. For this reason, it's estimated that in the US only 2% of films and flexible plastic packaging materials

are recycled residentially each year³. Within cities, states, and countries all over the world, common forms of single-use plastics such as shopping bags are being subjected to phase-outs and bans. With plastics no longer used to carry away products in many cases, the next logical place to look at reducing plastic waste is within bags and boxes themselves.

Recyclability and ease of returns, reuse, and disposal

When your customer returns home with their products, what are they really taking with them? Their purchases will also include the packaging that they receive. Making sure that it is easy to dispose of excess packaging will help to ensure that customers focus on their purchase as soon as they unwrap it. Paper enjoys the highest recycling rate of any packaging material, and its success is largely due to its simplicity. Paper is simple to dispose of at the curb and the same material can be recycled up to 25 times.⁴ This makes it a winning solution for consumer packaging. In 2017, across the EU paper and cardboard packaging waste was recycled at a

rate of over 66%, meaning that a minimum of two-thirds of the paper packaging within each member state was able to be recycled.⁵

Returns are also an important part of modern retail shopping. One factor that makes Geami® attractive in comparison with foam or bubble is the fact that it does not need any additional adhesives to efficiently wrap a product. This means that Geami® packaging does not need to be torn or cut open and can be easily repacked if a customer would like to return a purchase, helping to streamline the process and avoid product damage.

Geami® material is also perfect for reuse—the same qualities that make it easy to repack a product for returns make it well suited to being used for storing or shipping other items, and many customers get creative when finding ways to conserve the material. ■



³ The Recycling Partnership, Addressing the Challenge of Film and Flexible Packaging Data, April 1st, 2021.

⁴ Packaging Europe, New study suggests cartonboard can be recycled 25 times without loss of integrity, January 13, 2022.

⁵ Daniela Coppola, Statista.com, Recycling rate of paper and cardboard packaging waste in the EU 2017, by country, Sep 11, 2020.

Taking the next steps for your business



1. Identify your product requirements

Within your retail environment, which items require secondary packaging? Geami® paper is perfect for any application that might use traditional plastic air bubble products for protection, while Ranpak also offers FillPak® material that can be used to quickly and efficiently fill voids.

2. Match with your packaging volume

Where does your packaging take place, and how many items must be wrapped? Behind the counter, or within a back-room or warehouse, the ideal solution will match up with your speed and volume needs. Wrapping can be up to 3.6 times as fast with Geami® compared to plastic bubble sheets, meaning that the same packing space can become even more productive.

3. Create the ideal footprint

How is your pack station configured, and how can it be made as ergonomic and efficient as possible? Geami® systems can be configured to fit where they are needed, whether that is below a checkout counter or packing table, wall-mounted, or another configuration that fits a specific space requirement.

4. Integration and use

Since Geami® material is flat on a roll and expands on demand, it can store with a low profile. Without the need for tape or other adhesives to wrap items securely, the system can be set up and put into use quickly and with little need for training. This means that making the switch from plastic to Geami® is as easy as the solution is to use!

Are you ready to learn more about how 100% recyclable, sustainable packaging materials can increase the efficiency of your retail locations? Get in touch with Ranpak's packaging experts today!

FOUNDED IN 1972, RANPAK'S GOAL WAS TO CREATE THE FIRST ENVIRONMENTALLY RESPONSIBLE SYSTEM TO PROTECT PRODUCTS DURING SHIPMENT. The development and improvement of materials, systems and total solution concepts have earned Ranpak a reputation as an innovative leader in e-commerce and industrial supply chain solutions.

Ranpak is a global organization of approximately 850 employees that is headquartered in Concord Township, Ohio.

Ranpak is listed on the New York Stock Exchange under the symbol 'PACK.'

Learn more about Ranpak's protective paper packaging here!

www.ranpak.com

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