



Delivering the WOW

your product deserves



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Customer anticipation on receiving their e-retail package is an important part of their shopping experience. But if your customers are part of the **38%* who are dissatisfied** with the packaging, then the perceived **value of your product and your brand will be seriously undermined**.

Macfarlane is the UK's leading protective packaging supplier and has the expertise to provide you with the most cost-effective solution. However you need to look at the total packaging costs, not just the basic unit price. When you look below the surface, badly considered packaging can be adding significantly to the true price of your packaging.



Macfarlane's e-Retail Team has the experience and resources to create the positive WOW experience for your customers, while considering the operational costs. Our clients include some of the UK's largest companies, but we also work with many SMEs including those making their first steps into this growing market. Please don't hesitate to talk to us so we can explain more thoroughly the points made in the illustration on the left. If you have any specific issues relating to your packaging we are ready to help.

* 38% of customers dissatisfied; IMRG Report



Contact the Macfarlane e-Retail Team
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