



Delivering the WOW

your product deserves



Delivering the wow your product deserves

Customer anticipation on receiving their online purchase is an important part of their shopping experience. But if your customers are **dissatisfied** with the packaging, then the perceived **value of your product and your brand could 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.



Storage costs...

Take a long hard look at the space taken up in your warehouse by packaging stock. We can help you make big savings.



Transport costs...

Reducing the size and weight of your packages will save on storage and shipping charges. We can achieve this and still keep your products protected.



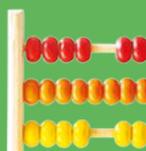
Damages & returns...

We will help you find the right packaging to protect your products, your profits and your brand.



Administration costs...

How do you drive down your administration costs to ensure you have the right products exactly when and where they're needed?



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.



Productivity costs...

The right pack design reduces the time it takes to collate, assemble and pack each product for shipment.



Poor customer experience...

How the package looks and performs is key to delivering your brand experience.

And unhappy customers will soon look elsewhere.



Contact the Macfarlane e-Retail Team
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