

INSIDE THE BOX PRINTING

for Box Makers



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eCommerce Trends



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Global E-Commerce

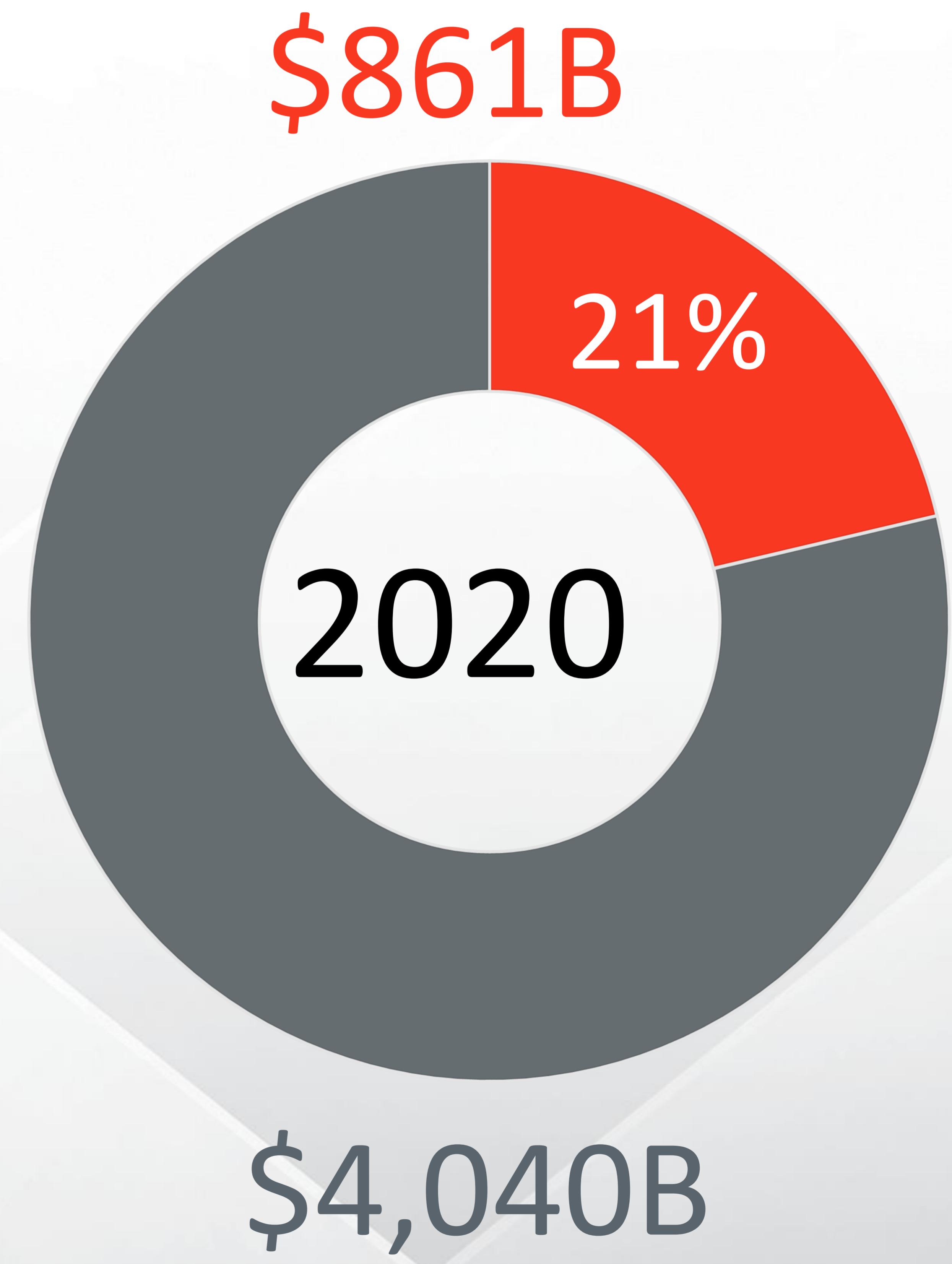
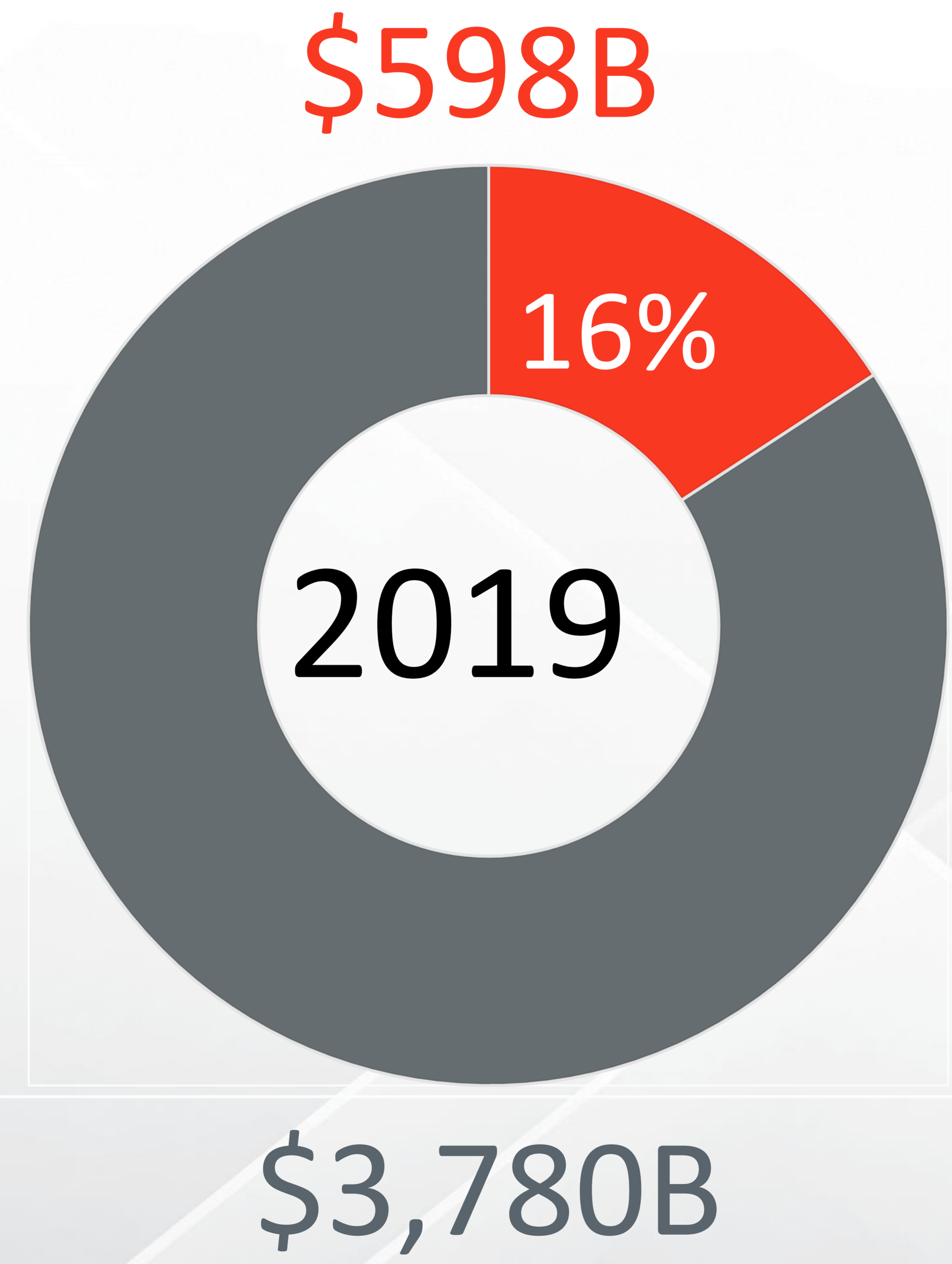
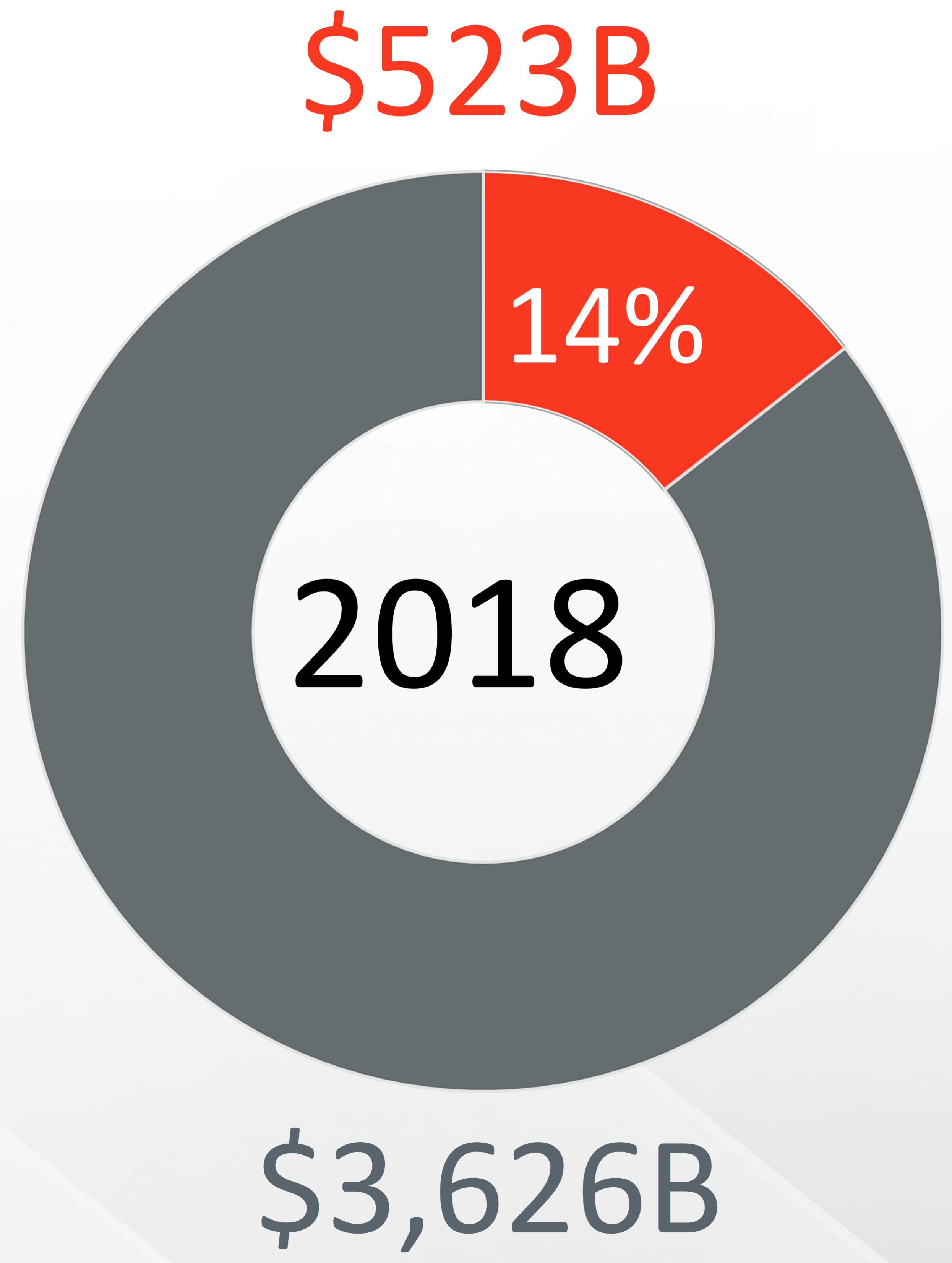


In 2020, worldwide retail e-commerce sales grew 27.6% for the year, for a total of \$4.280 trillion





U.S. E-Commerce vs. Total Retail



Think Inside the
Box!



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Lauren Frisch

Marketing Director, Wasatch Container



“... packaging is one of the most significant factors in a consumer’s overall satisfaction.”

Unpacking Unboxing



Over 90,000 users search the term “unboxing” per month



2.1 Million posts using #unboxing



Over 12.9 Billion views of unboxing videos

Brand Experiences



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Create Unique Branded Experiences for Your Customers

**INSIDE
THE BOX
PRINTING**
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Brick and Mortar Brand Experience



E-Commerce Brand Experience



Create Unique Branded Experiences for Your Customers



The addition of a tailored message on the inside of the package takes the consumer experience to the next level. It is the next generation of **value-added!**

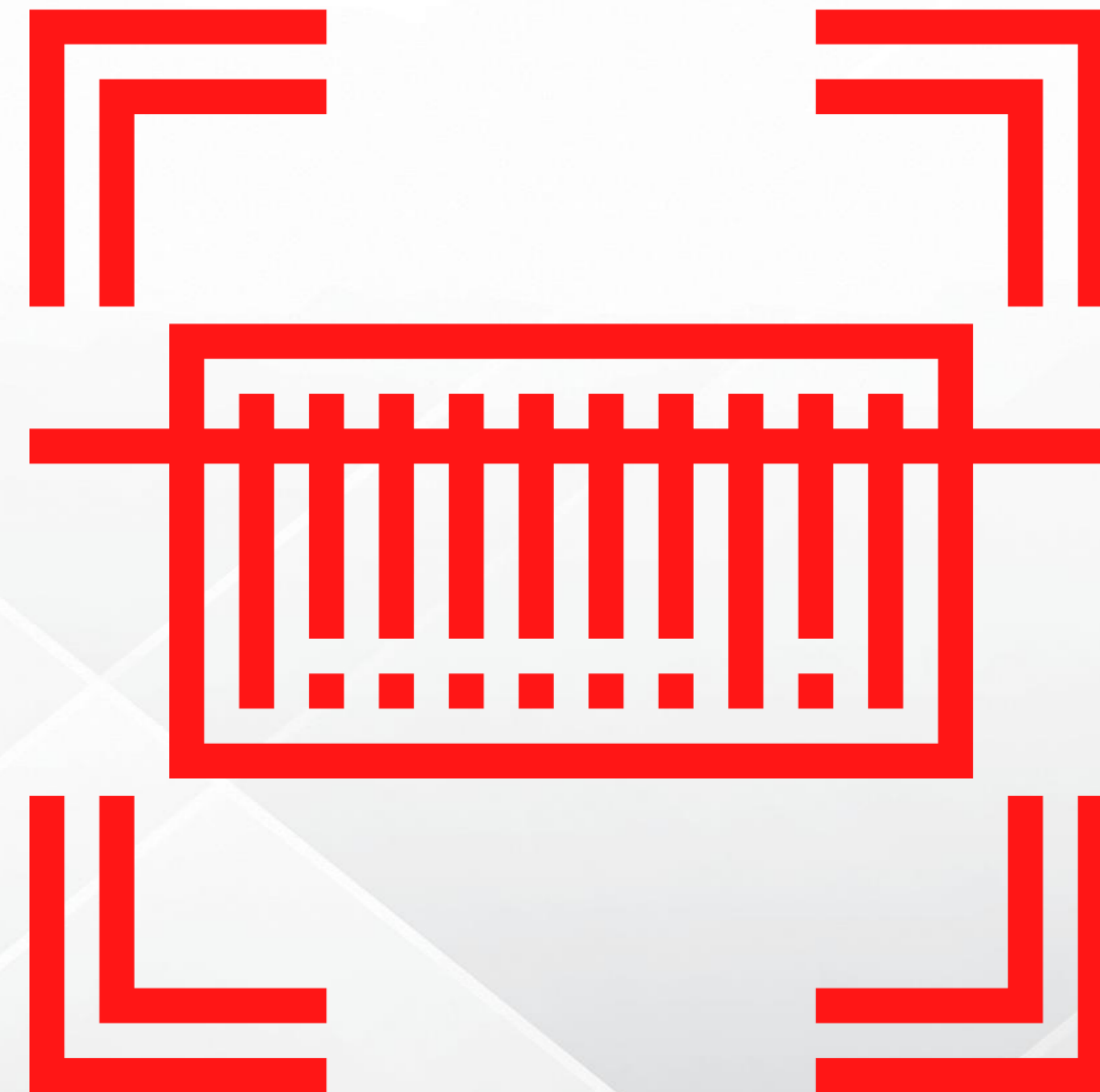
Value Messaging for E-Commerce

- Brand messaging
- Sustainability statement
- Thank you
- Return instructions
- Ingredients list
- Cooking instructions
- Artwork



Value Messaging for CPG

- Brand recognition
- SKU information
- Unpacking instructions
- Display instructions
- Re-order information



Demand for Inside Print

by product

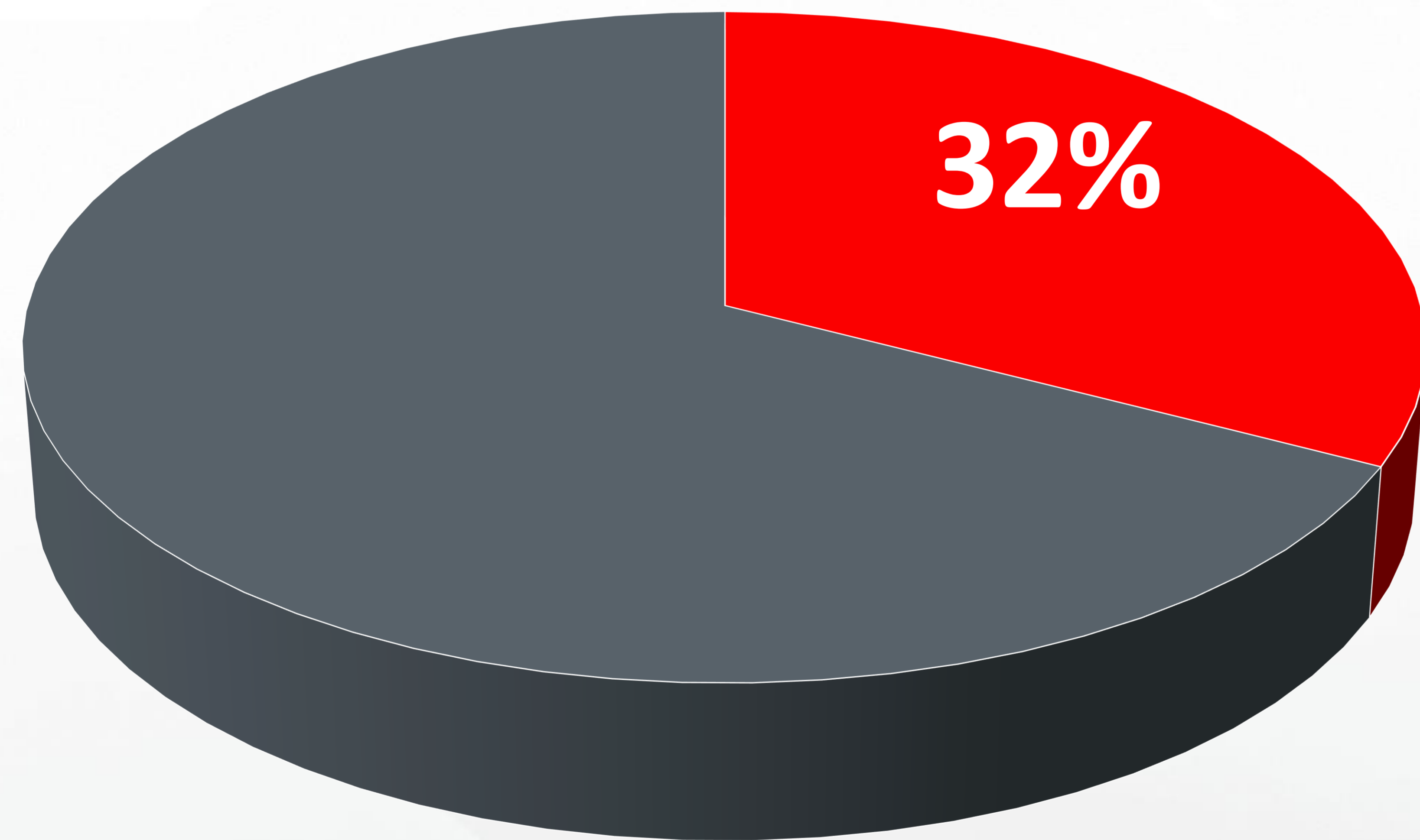


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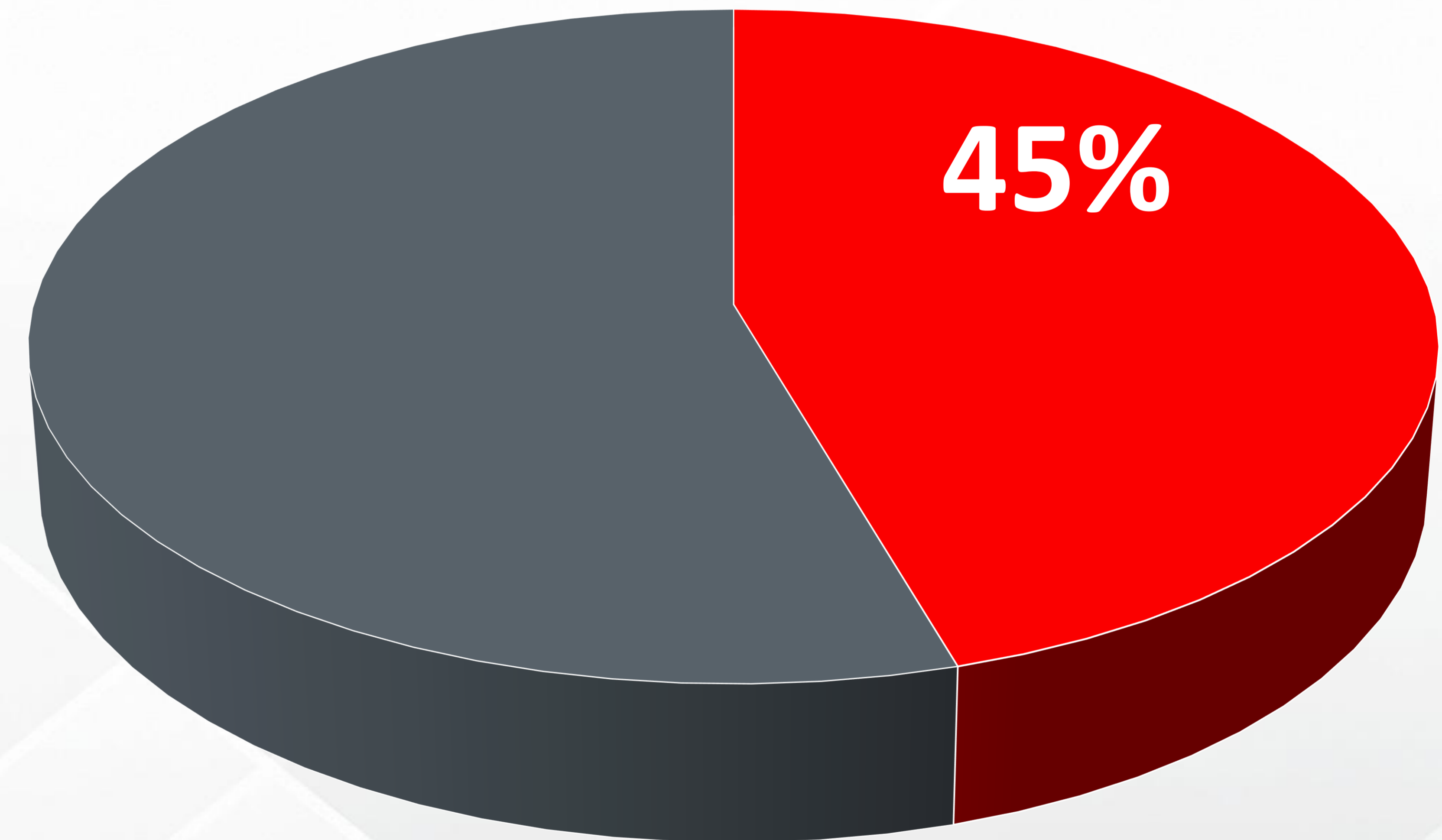


Demand for FFG Inside Print

North America, Past Five Years



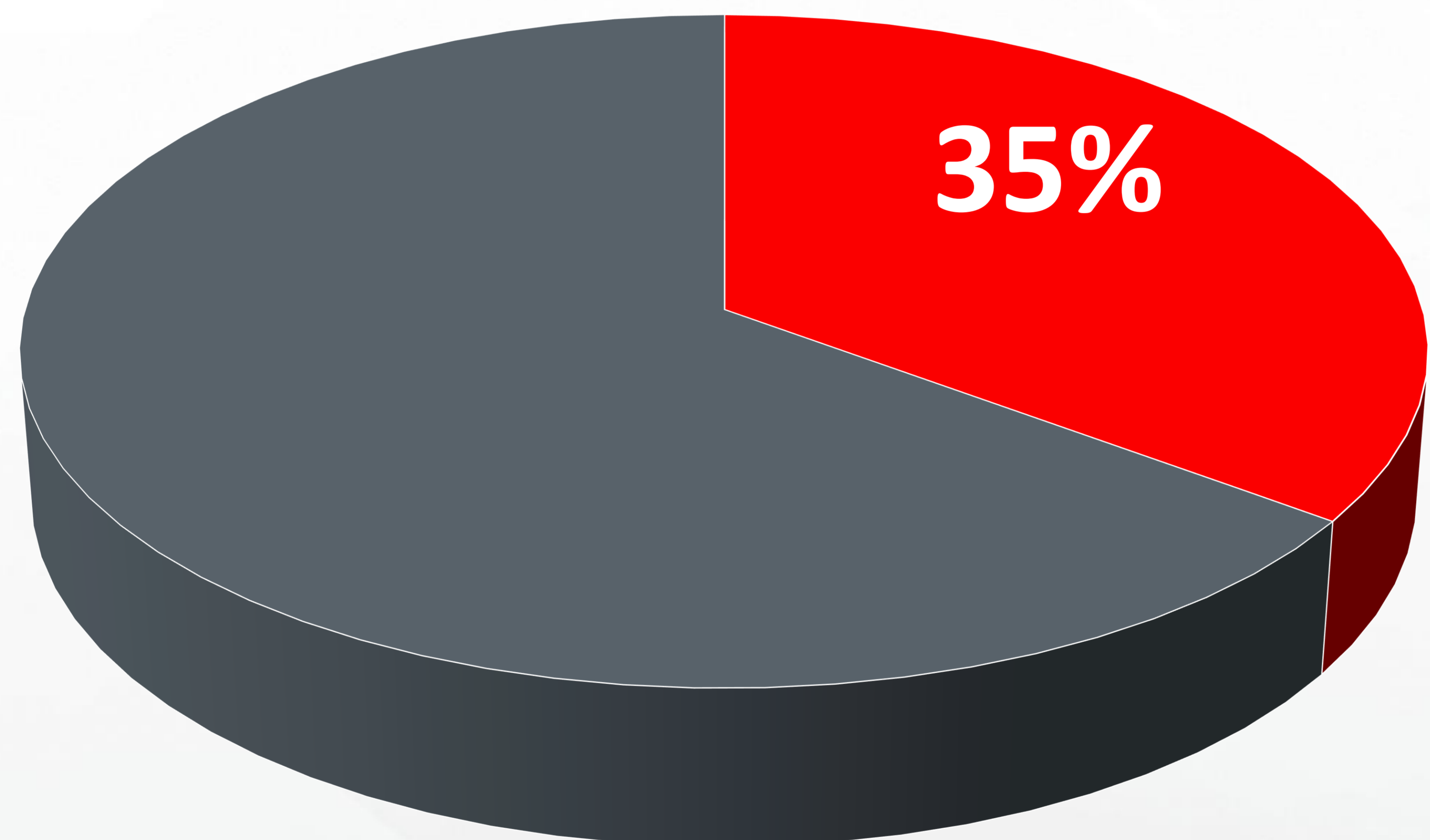
North America, Since 2020



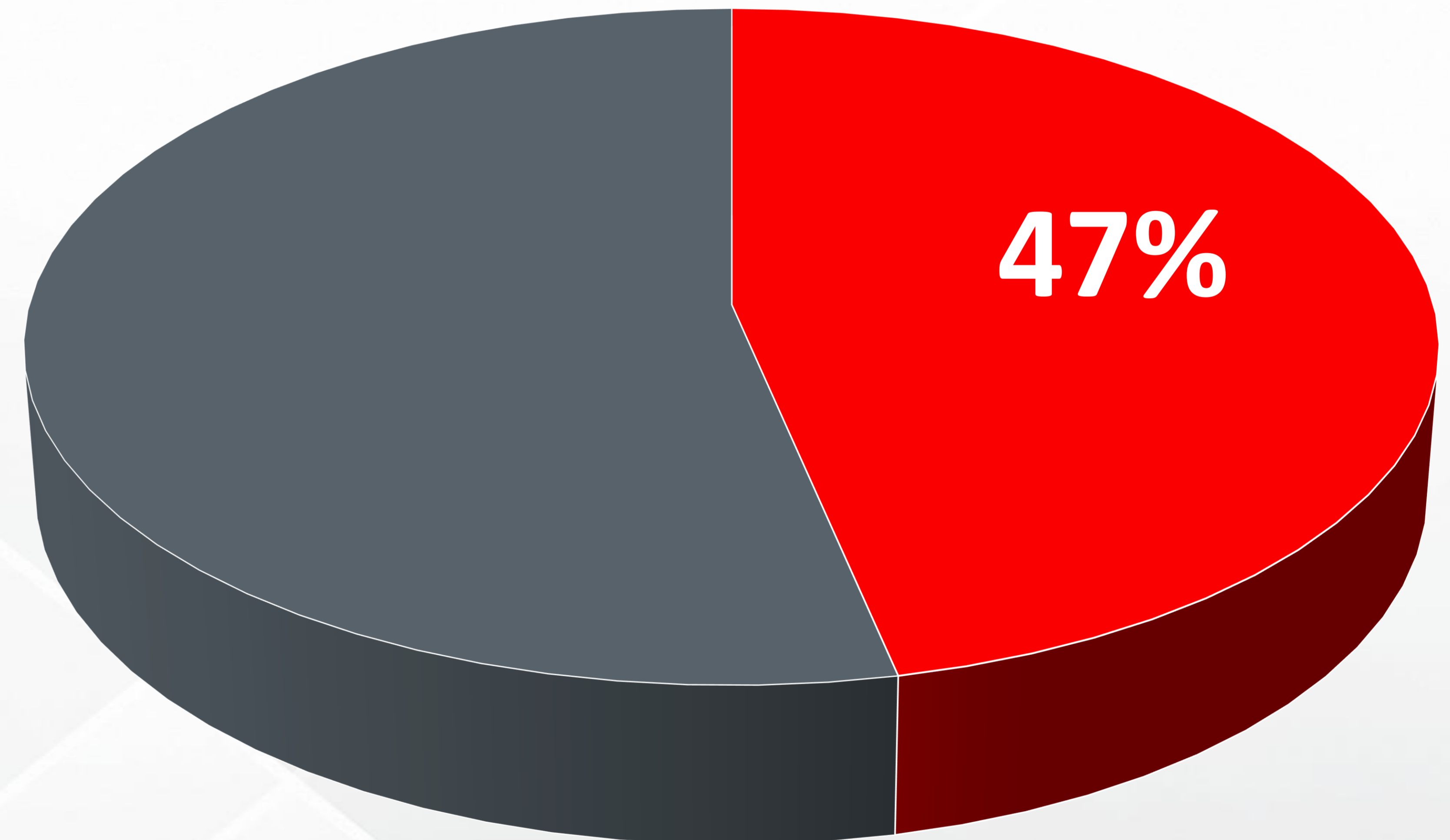


Demand for RDC Inside Print

North America, Past Five Years



North America, Since 2020



Backwards Compatible



- Almost all open and close CY 2000 and newer
 - All GGX machines
 - SV machines
 - ServoPro
 - FFG's and RDC
- Available for the United and older Ward products on a case by case basis

Benefits of Single Pass Inside Print

- Single pass = less time per order, machine can be used for other jobs.
- Waste reduction
- Increased machine capacity
- New market potential



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Thank you