Unbox new possibilities

Build your brand with digitally printed eCommerce **corrugated packaging**

The critical link to every eCommerce journey is **corrugated packaging**

Today's eCommerce shoppers demand and expect more – much more

Enhanced service. Shared values. Complete accountability. A unique brand experience. And they'll move from brand to brand until they find it.

In the world of big advertising, always-on media, digital optimization, and CX obsession, it can feel like you've exhausted all ways to stand out and stay top of mind.

What if there's something you overlooked? Like your corrugated packaging – the first impression a customer gets when your product is delivered.

Your corrugated packaging can be a **powerful eCommerce touchpoint** that can:

Delight

customers with elevated designs that reflect your – and their – values.

Show

customers that you've thought through all the details.

Impress

customers with an experience that matches your product's quality.

Attract

customers through surprising and more tactile channels.

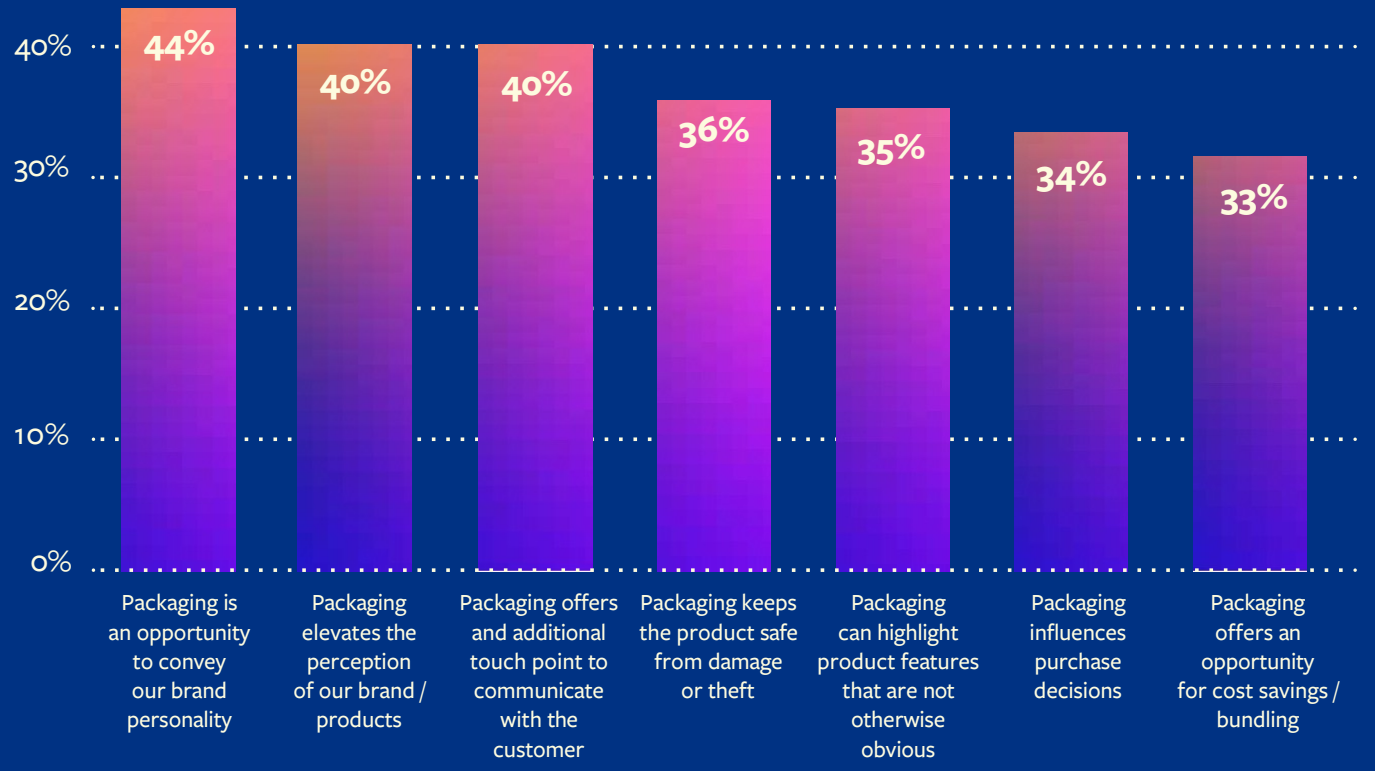
Give customers more than the competition. Give them more than they expect. Give them more of your brand.

Deliver on that, and you'll **unbox new possibilities**.

The **hands-on tool** to help tackle brand and business challenges

Your corrugated packaging should go beyond just protecting your product. Digitally printed eCommerce corrugated packaging can be a business tool for increasing and reinforcing brand perception, building brand loyalty, and assuring repeat purchasing.

According to research with brand owners and marketers, here are the top reasons why eCommerce packaging matters to their organizations.





> At this peculiar moment in American consumer history, the experience of opening and handling a purchase can be more important than the thing itself.

AMANDA MULL, THE ATLANTIC

> The purpose of packaging is to elevate a buyer's mood back to what it was when they made the purchase. They need to get excited again. It has to bring back all those emotions.

PACKAGING THOUGHT LEADER

Unbox new possibilities with the **power of digital printing** for corrugated packaging

Elevate brand perception

with well-branded and high-quality packaging that bridges the gap between physical and digital and makes a solid first impression.

Box out the competition

by pushing creative boundaries and exploring new use cases that will help differentiate your brand and grab attention.

Stay top-of-mind

with meaningful interactions and customized designs that will delight and engage customers.

Plus, added benefits:

greater speed and flexibility, limited waste and environmental impact, and financial efficiencies.

Unbox new possibilities

To transform your corrugated packaging designs





Flexo printing is cost-effective but boring. Litho printing is beautiful but expensive. But digitally printed eCommerce corrugated packaging is the cost-effective *and* beautiful way to elevate your brand. On the outside. On the inside. Everywhere your customer looks.

Unbox new possibilities

To reflect your global brand accurately and consistently

If you sell products all over the world, you probably print product packaging all over the world.

Digitally printing your eCommerce corrugated packaging helps assure your rigorous brand standards are maintained worldwide. PMS colors, product photography, iconography, and fonts create absolute brand continuity from Paris, Maine to Paris, France.









Unbox new possibilities

To launch or elevate your subscription box business



Every month, your customers expect to be delighted. Make sure it happens with every box.

Digitally printed eCommerce corrugated packaging takes your customers from expectation to fulfillment to delight.

Unbox new possibilities

To build better connections through personalization or regionalization

A box is just a box until it's personalized for your customers - that could be their name, their location, and/or tie into channel communications, seasonal promotions, and regional campaigns.





Digitally printing your eCommerce packaging beats inserts, stickers, and labels.

Unbox new possibilities

To leverage new channels of communications





Use space on boxes to include third party advertising or communicate new offers from your brand.

And because the corrugated packaging is digitally printed, you can react fast and print even faster.

Unbox new possibilities

To travel at the speed of today's retail marketing

Marketing today means taking advantage of hot trends, viral moments, social influencers, special editions, and multi-cultural campaigns.





Turn every package into an unboxing event with lifestyle images, brilliant graphics, and timely messaging

Unbox new possibilities

To always keep your brand on top



Digital inkjet corrugated printing lets you ship your products in their own container (SIOC packaging) through leading ecommerce marketplaces. Your handling fees are reduced and your brand is always front and center.



Unbox new possibilities

To beautifully demonstrate your commitment to sustainability





Digitally printed eCommerce corrugated packaging can help you demonstrate your brand's sustainability commitment by printing directly to kraft with white ink, all while satisfying your customers' wishes to keep it green.

Take your eCommerce packaging to the next level

With packaging printers who have invested in Nozomi single-pass inkjet technology

Who's providing your corrugated packaging? It's important to know because you can unbox new possibilities with providers who have EFI™ Nozomi single-pass inkjet printers on their shop floors.

They can take your corrugated box and display printing to the next level with transformative technology that increases their printing capabilities and, in turn, increases your possibilities.





Additionally, your corrugated provider can respond to your changes faster and deliver jobs with shorter turnarounds.

So, we'll ask again: Who's providing your corrugated packaging?

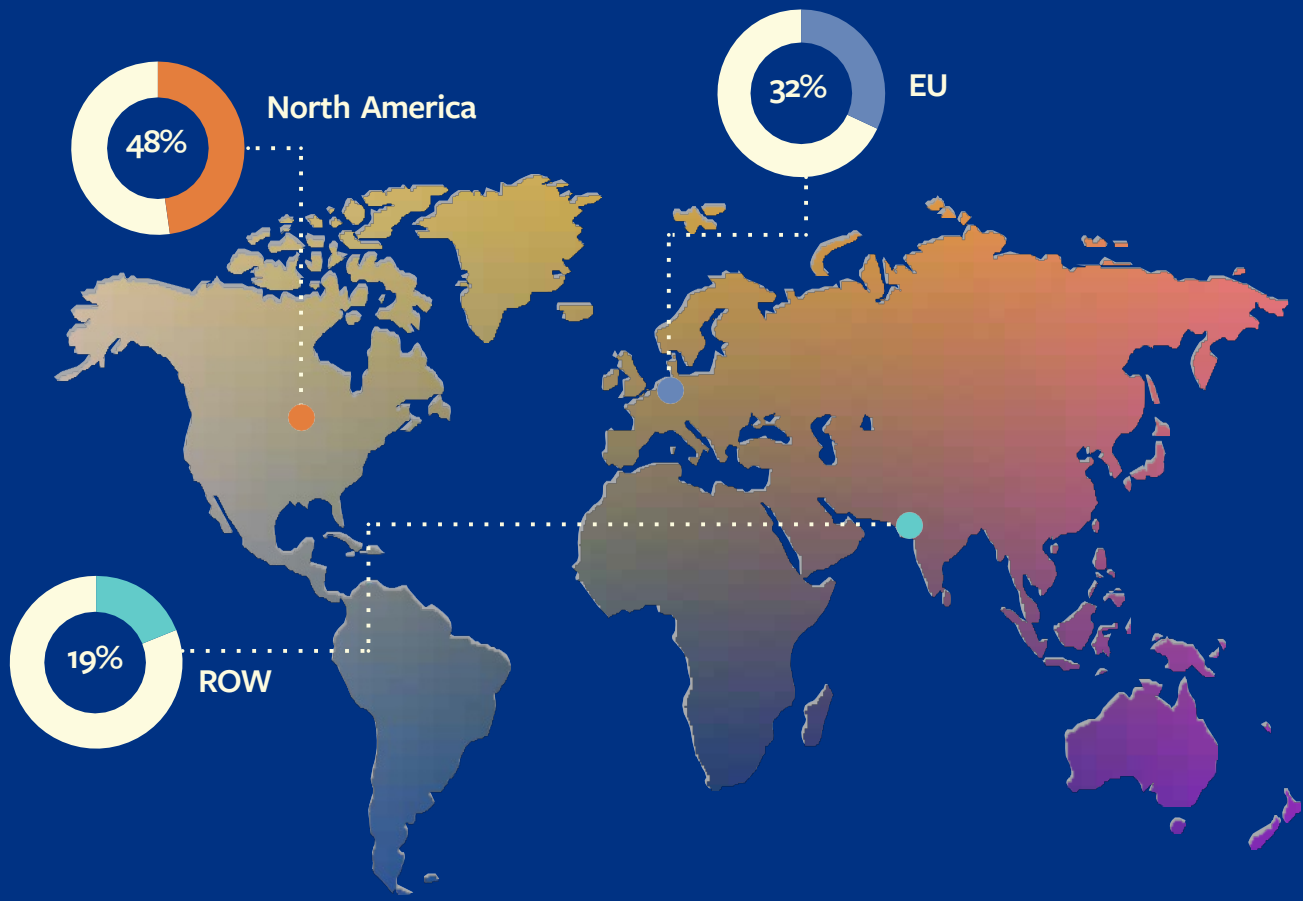
Get consistent packaging with **consistent support**

At EFI, we support our print partners with unparalleled service and technical expertise, which means they can offer the same to you.

EFI installed base:

40+ INSTALLATIONS | COUNTRIES INCLUDE:

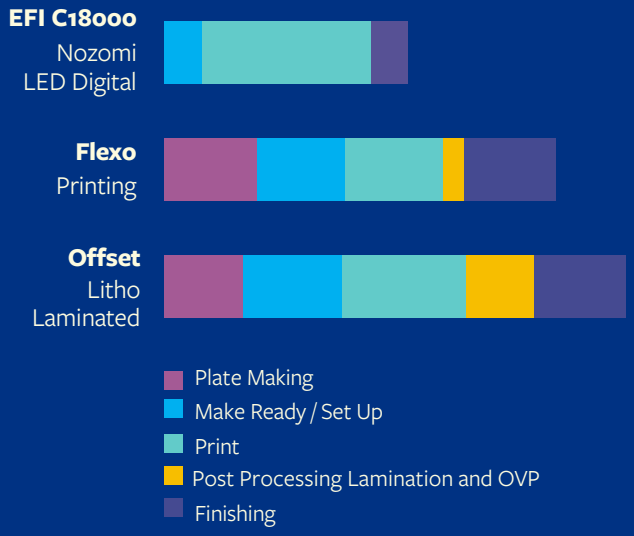
Australia	Poland
Brazil	Portugal
Belgium	Spain
Canada	Thailand
Czech Republic	Turkey
France	UAE
Ireland	UK
Israel	US
Peru	Saudi Arabia

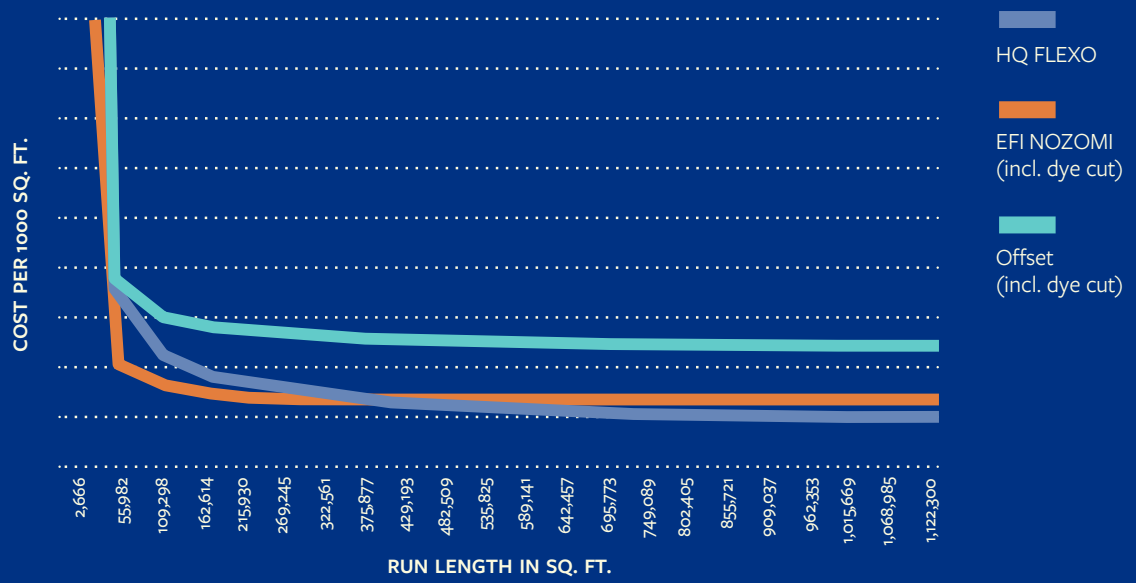


Benefit from **shorter lead times and competitive pricing**



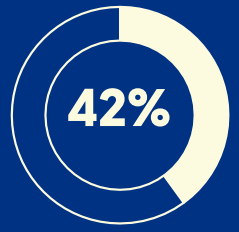
With digitally printed eCommerce corrugated packaging, you can go from design to proof to printing in a matter of hours not days. With the speed of flexo and the vibrant colors of litho, digital printing is extremely cost-competitive - the perfect way to keep costs low and quality high.





Make customers **love your packaging and your brand**

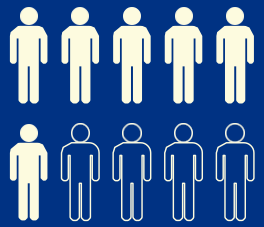
4.1x HIGHER AD RECALL for on-box advertising than traditional media campaigns[1]



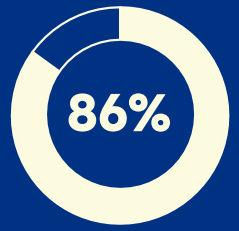
of marketers want unboxing content from creators[2]



14-point increase year over year in number of consumers who will likely purchase again based on premium packaging[3]



who view unboxing videos do so when researching a particular product[4]



of people hesitate to do business with a company if it has negative online reviews[5]



1st physical brand touchpoint in a digital ecommerce journey[6]

[1] Fan Jin, "AMAZON ADS' ON-BOX ADVERTISING IS 4X MORE EFFECTIVE THAN TRADITIONAL MEDIA," AdAge, October 23, 2022, https://adage.com/article/marketing-news-strategy/amazon-ads-box-advertising-4x-more-effective-traditional-media/2440636#:~:text=On%2Dbox%20ads%2allow%20brands,to%20the%20larger%20brand%20experience.

[2] "What Kind of Content Do Marketers Want from Creators?" MarketingCharts.com, August 10, 2022, https://www.marketingcharts.com/cross-media-and-traditional/sponsorships-traditional-and-cross-channel-226499.

[3] "2022 Dotcom Distribution E-Commerce Consumer Study," Dotcom Distribution, March 2022, https://dotcomdist.com/2022-dotcom-ecommerce-consumer-study/.

[4] "The Magic Behind Unboxing on YouTube," Think with Google, November 2014, https://www.thinkwithgoogle.com/marketing-strategies/video/youtube-insights-stats-data-trends-volz/.

[5] Mia Loiselle, "3 Important Statistics That Show How Reviews Influence Consumers," Dixa, November 28, 2022, https://www.dixa.com/blog/3-important-statistics-that-show-how-reviews-influence-consumers/.

[6] Michael Keenan, "6 Amazing Unboxing Experiences and Ideas to Try," Shopify, October 27, 2022, https://www.shopify.com/blog/16991592-how-to-create-a-memorable-and-shareable-unboxing-experience-for-your-brand.

Unbox new possibilities with one email

If you want to learn more or get help connecting with a packaging provider who has invested in EFI Nozomi single-pass inkjet technology, please send an email to ecommerce@efi.com.

Nothing herein should be construed as a warranty in addition to the express warranty statement provided with EFI products and services.

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