

WestRock Hexo Display Shipper

Since the pandemic, the already booming ecommerce industry has skyrocketed, with projected growth for the upcoming year exceeding 10%, estimating global ecommerce sales to top more than \$6.3 trillion by 2024. As the ecommerce market continues to become increasingly saturated, brands are looking for unique ways to help their product stand out to consumers. As a result, the unboxing experience is becoming as equally important to consumers as the product itself is. Naturally, the rise of ecommerce is accompanied by an increase in packaging waste. Our latest design, the WestRock Hexo Display Shipper was engineered to create a dynamic user experience as well as to address sustainability concerns that are caused by traditional ecommerce packaging.

The Hexo Display Shipper's unique structural design and sleek finish ensures that it stands out amongst other shippers and makes it perfectly suited for a variety of different brands and products; from luxury to tech. Its convenient perforated tear tab provides an enhanced unboxing experience as the customer tears it to reveal the striking graphics encapsulating their purchase and release the product's custom display base.

The integrated package system suspends fragile products in a custom insert; protecting them in all 6 degrees of freedom and ensuring that each product is able to withstand even the most extreme distribution conditions, eliminating the need for protective primary packaging. By doubling the number of faces of a traditional ecommerce shipper, we were able to increase the vertical stacking strength of the Hexo Display Shipper, making it more durable than ever.

The Hexo Display Shipper's dynamic hexagonal design and integrated insert system allows the product to be more efficiently packaged; using only the amount of material that is critical to the structural integrity of both the product and the package. The protective inserts are easily customized to effectively protect and contain a variety of products without making any changes to the shipper itself; completely eliminating the need for additional dunnage and therefore reducing waste. Each component of the shipper is made from uncoated B flute Kraft fiberboard, and thanks to our secure tuck flaps, all components are easily disassembled; making the shipper 100% recyclable and intuitive to do so.

Through its integration of protective innovation, customer oriented design, and sustainable solutions, the WestRock Hexo Display Shipper revolutionizes the modern ecommerce experience.