

Tiger Trinkets

According to the *United States Census Bureau*, US retailers increased e-commerce sales in 2020 by \$244.2 billion, or 43%. Since then, the e-commerce market and the online presence of small businesses have continued to grow. Websites such as Etsy and Shopify allow customers to choose from a variety of products in an online platform to be shipped directly to them. With this market growth comes an increased risk of damaged product prior to arrival at the customer's doorstep.

To provide a unique customer experience, a hexagon shape was utilized as opposed to the standard 4-sided box typically used for shipment. This shape allows flexibility in the distribution cycle as multiple faces can be used as the package base. A lock tab is present to initially open the shipper. When first opened, the customer is greeted with a thank you message as well as opening instructions via a finger notch to access the enclosed product. The dunnage within the shipper can be used for a multitude of products due to the perforations and the ability to be adjusted based on product size variability. The support material on the dunnage would ensure the package can withstand potential damage during transportation in all six degrees of freedom while also protecting the internal product.

The packaging materials used are completely fiber-based, allowing them to be recyclable in paper collection streams. Water-based inks will be used to ensure that the addition of printed graphics does not impact recyclability. Fragile materials are typically packaged with a foam or plastic component for additional protection during shipment. By incorporating a fiber-based material instead, the environmental impact of the package as a whole is reduced. For additional sealing, a fiber-based paper wafer seal with our small business' logo is used as the first customer interaction with the brand. After the consumer has removed their purchased product, they are encouraged to reuse the shipper within their home if they do not initially recycle it locally. Suggestions are listed on the underside of the liftable panel along with information on how to recycle. The lock tab enables the shipper to be used in multiple applications due to the ease of reclosure.

For increased customer engagement, we've encouraged customers to post their unboxing experience on social media. This is emphasized on the panel with the instructions to "Snap, Share, Enjoy." *The Daily Universe* states that on a monthly basis, approximately 90,000 people look up unboxing videos on YouTube. By emphasizing the role of packaging for brand extension, we have created a unique design that allows customers to feel connected to their product even before opening it. A sustainable approach to dunnage would promote a circular economy for a market that continues to exponentially grow.

As a small business, we value our customers - they keep us busy! Our shipper redesign was created with them in mind: memorable design, product protection, and reusability. We can't wait to see our customers "roar" about handmade products from Tiger Trinkets!