

Unleash E-Commerce with Packaging that Clicks

Matt Dingee
Co-founder-President-COO



Running The Streets. Like Rocky.



Inside the Ropes

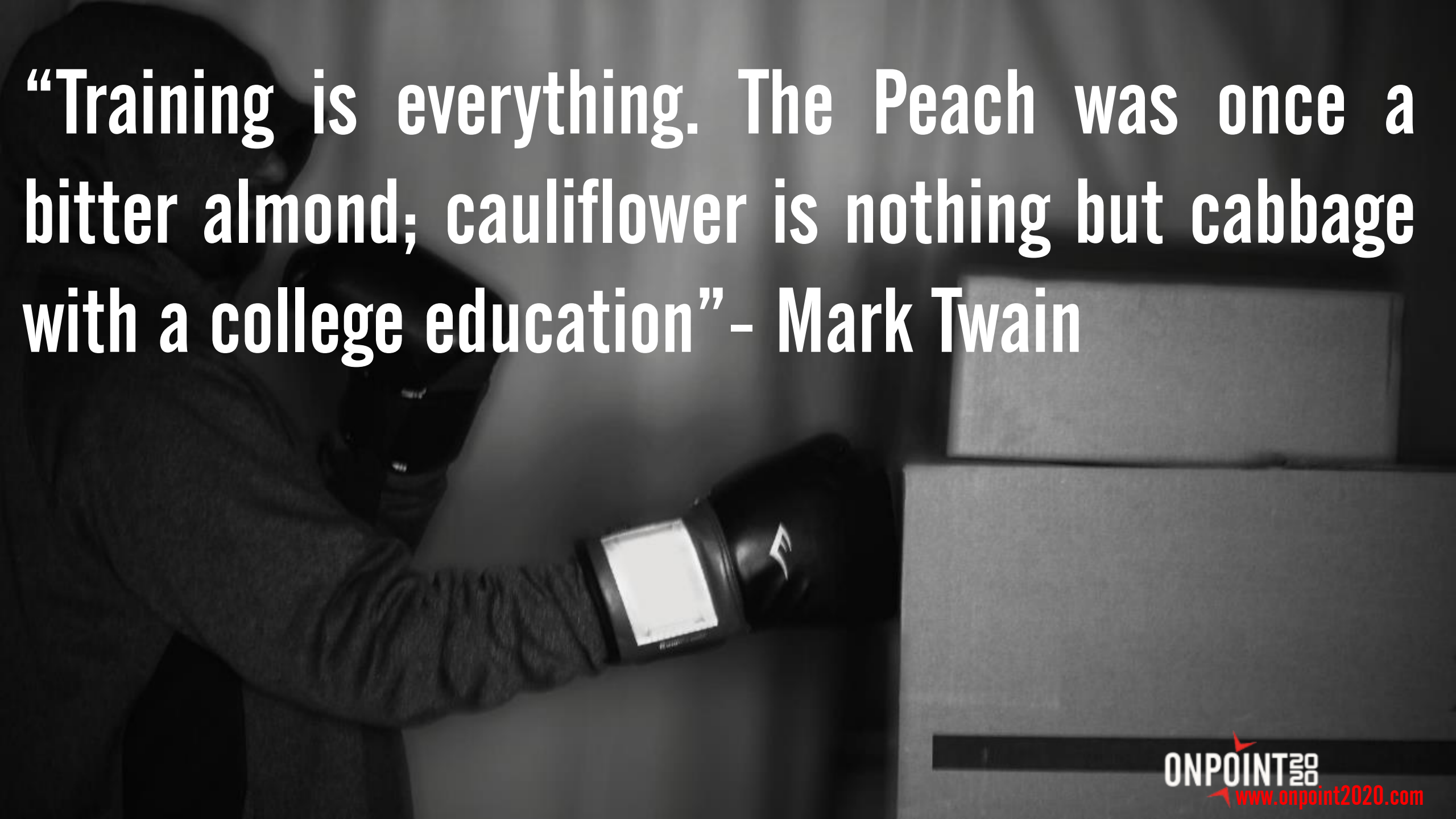


E-Commerce connects the digital and physical elements.....



**“We don’t rise to the level of our
expectations; we fall to the level of our
training”**

– Archilochus

A black and white photograph of a person wearing boxing gloves and a dark long-sleeved shirt, captured in the middle of a powerful punch directed at a large, rectangular cardboard box. The person's arm is extended, and the glove is in contact with the box. The background is dark and out of focus, emphasizing the action in the foreground.

“Training is everything. The Peach was once a bitter almond; cauliflower is nothing but cabbage with a college education” – Mark Twain

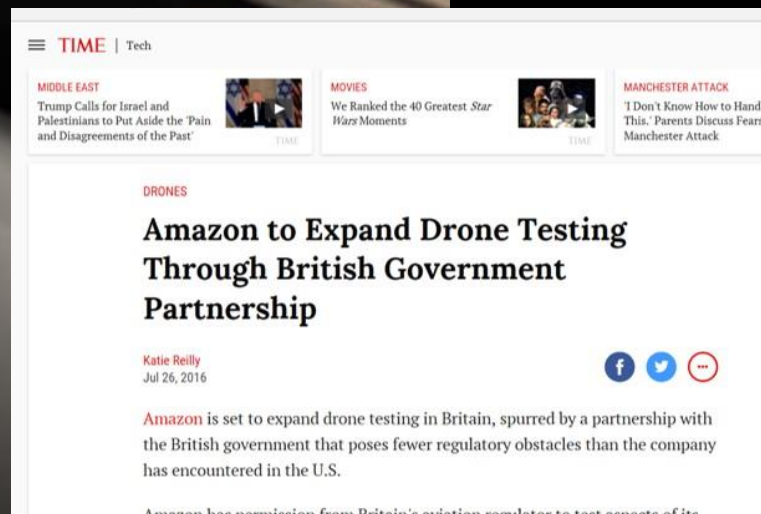


Speed

- **Consumers Need for Speed (or free)**
- **Delivery Speed (2 Day Dominance)**
- **Speed of Supply Chain**
- **Fulfillment Followers (notify me!)**

Fight For the Fastest “Mile”

- Amazon Across the pond.....
- WalMart positioned for counterstrike.....
- JD.com- “China Ton Load”
- 5 lb PackLoad & US Regs Lapped



Speed Stratagem

- **OFFER FAST**
 - 47% e-com customers will pay more for speed in non-deadline purchase*
- **OFFER FREE and Notify Me!**
 - Abandoned Cart Can be KO- 46% abandon when dissatisfied with shipping**
- **FAST AND FREE; 2 Day Combo (Prime and Wal Mart)**
- **Fulfillment Scale to Size (self, fulfill, dropship)**
- **A/B Testing Tools LIVE- SumoMe**

Sources- DotCom 2016 E-Commerce Study*
2016 UPS Pulse of Online Shopper™ **



Pouch Power Move- Speed



Retail Pouch- Cereal Organic (8 CT)	E-Com Sized- Cereal Organic (8 CT)
Dim Weight = 4 lbs	Dim Weight = 1 lbs
Actual Weight = 2 lbs	Actual Weight = 2 lbs
Zone 206 (2 Day Air) = \$36.25	Zone 206 (2 Day Air) = \$24.32
USPS 2 Day-Med Flat (8 CT) = \$13.61	**USPS 2 Day-Med Flat (12 CT) = \$13.61

Weight Class

- Miniaturization of Freight
- Dimensional Weight- a new “Ruler” reigns
 - Carriers weigh in (Ruling class)
 - Brands Weigh Out (citizens of the state)



INTERNAL BATTLE- Am I in shape?

- It's not like I WANT to be a DIM OVERWEIGHT!
- Where do I go from here?
- <http://www.core77.com/posts/62927/Rains-Weekly-Design-Minutiae-Environmental-Disaster-Neatly-Packaged>



Weight Stratagem

- Know Thy Weight Class
- Train and Tone Package Physique
- Match fitness to Average Order Value (AOV)
- Select Carrier with Care



Pouch Power Move-Fightin' Weight



Pouch Tomato Sauce (8 CT)	Jar Tomato Sauce (8 CT)
Dim Weight = 4 lbs	Dim Weight = 6 lbs
Billable Weight = 6 lbs	Billable Weight = 11 lbs
Zone 6 (UPS-Ground) = \$11.84	Zone 6 (UPS-Ground) = \$13.65
Zone 206 (2 Day Air) = \$45.01	Zone 206 (2 Day Air) = \$70.05

User X

- Direct Connection
- Experience is King
- Unboxing + Videos = 20 Million You Tube Search Results
- Front and Center Freight



Rumble (Jet-WM) vs the Jungle (Amazon)

Jan 2017;

Wal-Mart announces \$35 Cart for Free 2 Day Shipping. (NO MEMBERSHIP)

Feb 2017;

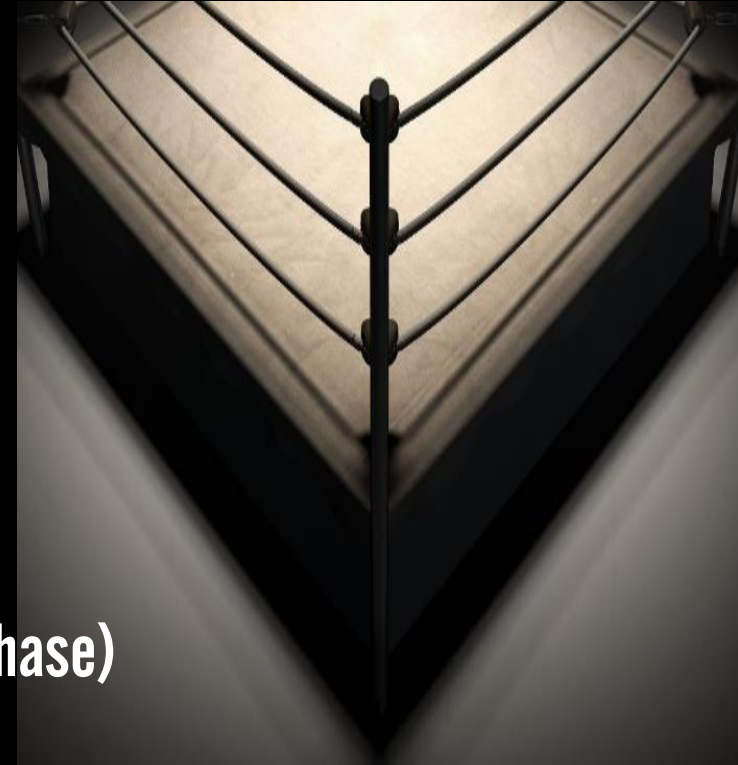
Amazon Matches \$35 Cart for Free Shipping (from \$49). (ALL CUSTOMERS)

April 2017;

Wal Mart free shipping PLUS DISCOUNT for store pickup (ex 50\$ off TV purchase)

May 2017;

Amazon offers \$25 Cart for Free Shipping (ALL CUSTOMERS)



User X Stratagem

- Neuroscience; Leverage the Pleasure-Reward Cycle
- A personal touch- thought counts!
- Spread Social Sharing
- Trigger Anticipation
- Shipping Matters
- Create an Unboxing Experience



Sources- DotCom Fulfillment and Unboxing Excitement White Paper
Haptic Brain-Neuroscience of Touch- SAPPI

Pouch Power Move; Make it Hug!



<https://www.youtube.com/watch?v=V3ZR7ieND6Y>

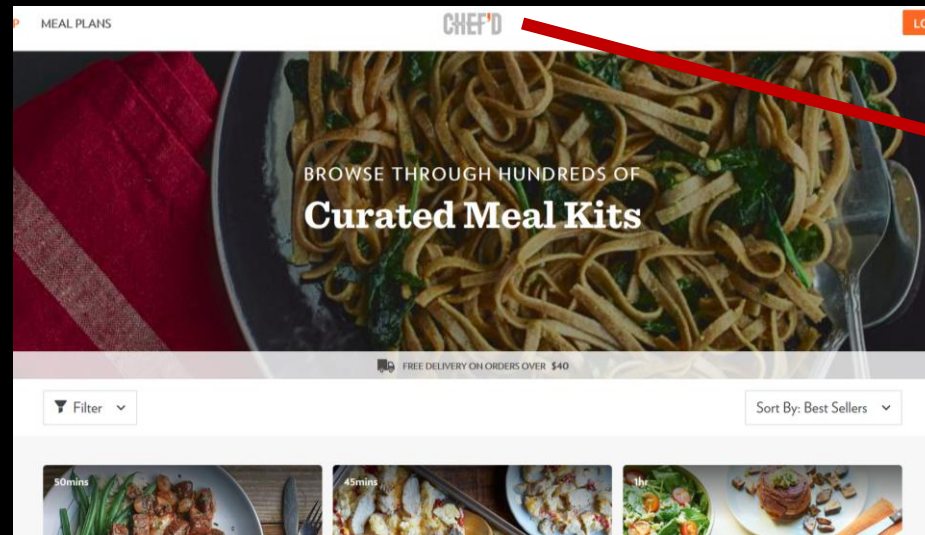
E Com Channel(s)

- Club or Bulk Online- boxed.com
- Amazon- transforming to brand
- Wal-Mart/JET- online retailer
- Direct-Subscription
- Affiliate Packs
- Grocery Delivery/Pick Up
- Meal Kits

Meal Kit Food Fight!



- KROGER goes for Knockout; Blue Apron On Notice!
- Challengers are diverse and deep in this field; retailers, start ups, brands, and local markets all capable!



Campbell's

E-COM Channel(s) Stratagem

- Acknowledge Evolving Fields of Play
- Pick the best field fit
- Train packaging to win the day!

Pouch Power Move; Question?!

How can pouch play in fresh and portioned produce for meal kits?



Workout Notes

- E-Com is a NEW Arena with New Rules!
- Train packaging so that brands become E-Com Champions
- Apply Pouch Power moves for speed, weight, user x and channel breakthrough!

ONPOINT28

Packaging Insights and
Consulting Services

www.onpoint2020.com

Matt Dingee- Co-founder-President

matt@onpoint2020.com

517.930.0024- (m) 517.224.1394- (o)

120 Washington Square Suite 300

Lansing, MI

ONPOINT28