Top 7 Questions to Ask When Evaluating Paper Packaging Options for Shipping

Your customers want their products delivered safely and with flair—that’s why 71% of Americans surveyed say they’re likelier to buy brands that use paper packaging compared with other materials. Now it’s time to make that paper packaging work even better for your brand.

Whether you’re rightsizing your packaging internally or working with a custom package design team, you’ll have a better picture of your needs once you can answer these questions:

1. What are the dimensional weights of my packages? To calculate the dimensional weight of a package, put its length, width and height into a dimensional weight calculator like the one at Omnicalculator.com.

2. On average, is the cost associated with my packages’ dimensions more than the cost associated with their actual weight?

3. How much am I spending on boxes on a daily or weekly basis?

4. How much space is devoted to box storage?

5. What customer complaints have I received that packaging could have addressed?

6. What parts of my company mission can be addressed with appropriately sized packaging?

7. Does my company have an environmental mandate?

Ready to start rightsizing? Reach out to your packaging provider or a custom design specialist today.

1 Ipsos on behalf of the Paper and Packaging Board. “Research Findings: Most Americans Say That the Design of a Product’s Packaging Often Influences Their Purchase Decisions.” 5.2.18.
2 https://www.omnicalculator.com/other/dimensional-weight