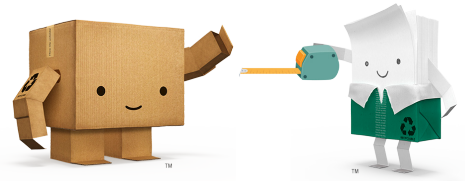


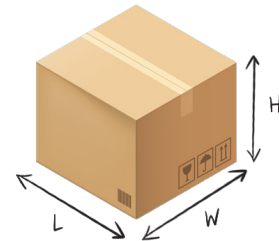
# Top 7 Questions to Ask When Evaluating Paper Packaging Options for Shipping



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<sup>1</sup>. 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:

- ❑ 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](https://www.omnicalculator.com)<sup>2</sup>.



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

- ❑ How much am I spending on boxes on a daily or weekly basis?

- ❑ How much space is devoted to box storage?

- ❑ What customer complaints have I received that packaging could have addressed?

- ❑ What parts of my company mission can be addressed with appropriately sized packaging?

- ❑ Does my company have an environmental mandate?

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

<sup>1</sup> 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.

<sup>2</sup> <https://www.omnicalculator.com/other/dimensional-weight>