



Faes

The Packaging People



Focus points when buying (industrial) packaging

Insights and advice from our packaging experts

faes.nl

Preface

Product development and innovation are crucial for the growth and continuity of your organisation. But targeted and successful innovation is not always easy in practice, because growth also entails risks. A partner in the field of packaging is therefore a must. He or she can help you to permanently push your results to a higher level.

The right transport packaging has a lot to offer your company

The right transport packaging is so much more than 'just packaging'. A well-chosen, tailor-made packaging guarantees each product the best protection during transport, storage, presentation and training.

We help you to protect and present your product optimally

Only when you know exactly what risks your product faces along the way you can optimally protect it. Throughout the entire supply chain. You know your product through and through, Faes is a specialist in packing it. We know exactly what it takes to find the best packaging solution for your product. And we like to share that knowledge with you. It is for good reason that we are called: The Packaging People.

This e-book is especially for you

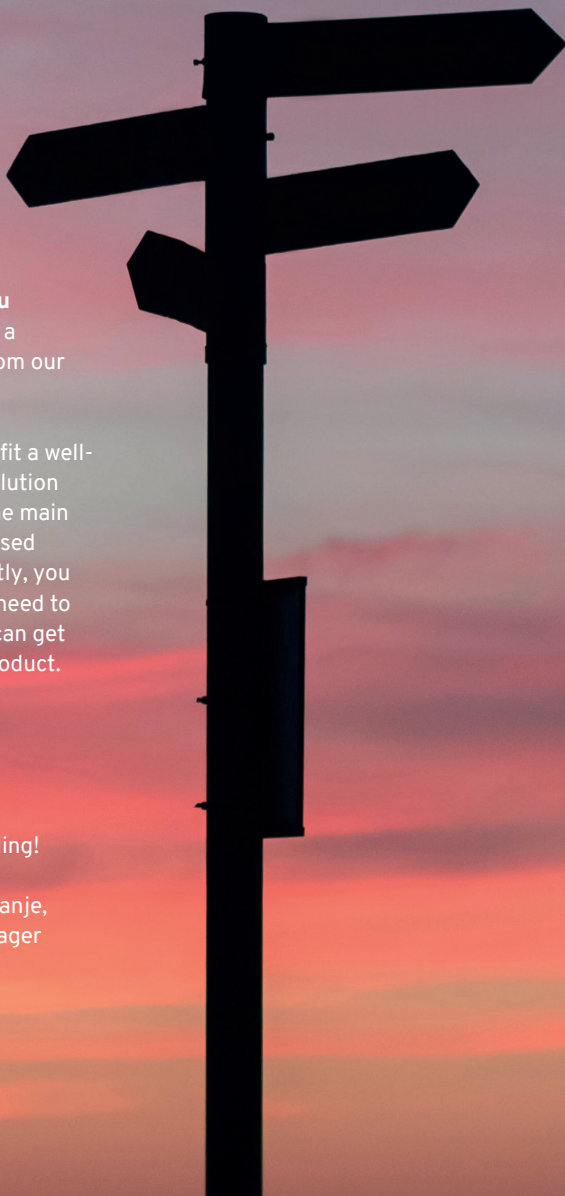
In this booklet we have compiled a number of insights and advice from our packaging experts.

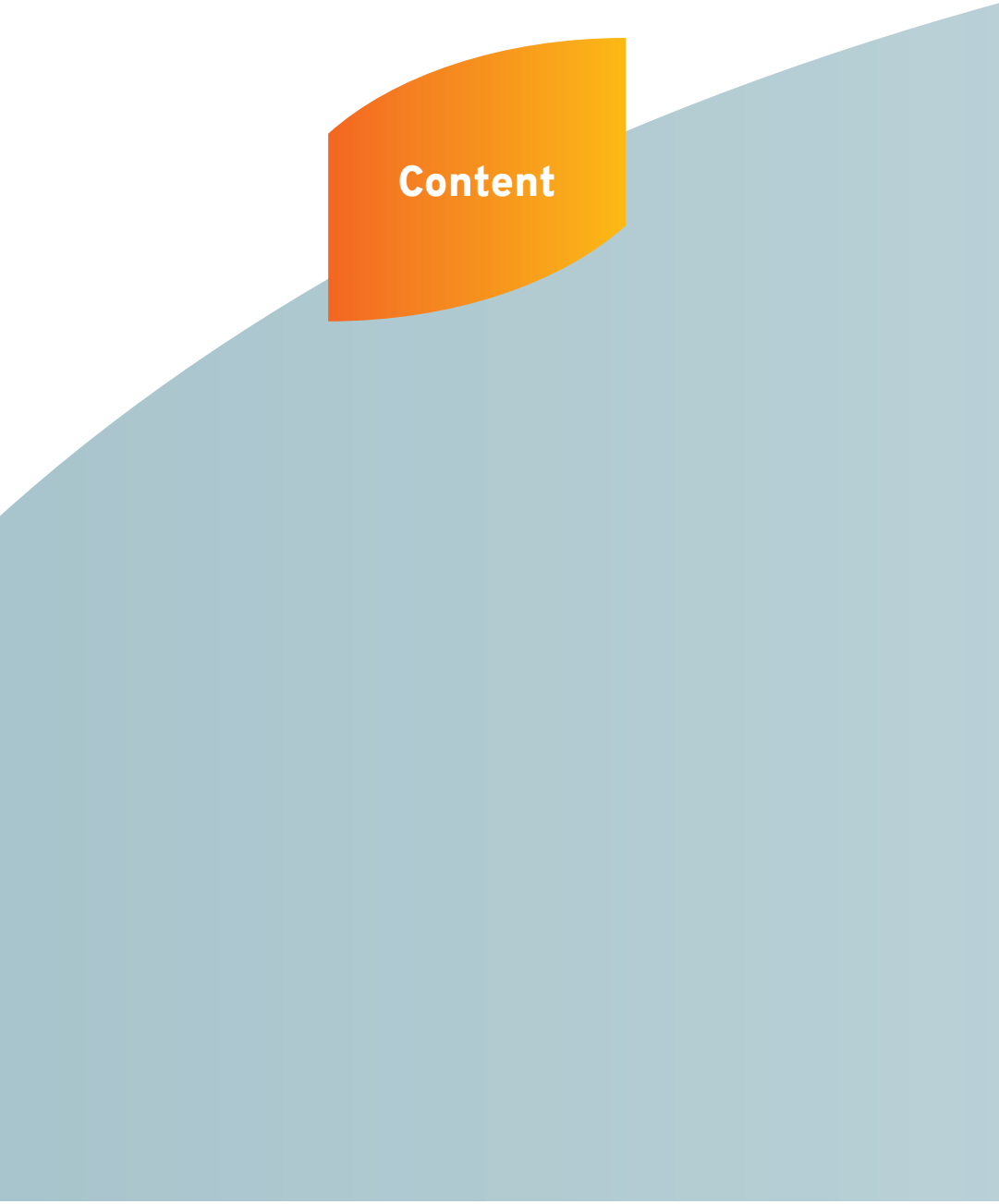
They will explain how much benefit a well-chosen customised packaging solution can bring you. And they reveal the main pitfalls when developing customised transport packaging. Subsequently, you will be given all the insights you need to avoid these pitfalls. So that you can get the best out of your packaged product.



Enjoy reading!

Bart Burmanje,
Sales Manager





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What is the ideal transport packaging for my product?

To get straight to the point: the perfect standard packaging does not exist. It is different for each product. Even for any supply chain. Every packaging issue requires customisation. And then this packaging brings you so much more! More turnover, higher productivity and lower costs.

Packaging is customisation

The ideal packaging is just big enough for your product, provides optimum protection for your product and meets your requirements in every respect. And it also ensures optimum returns throughout your supply chain. Which packaging is ideal for your product? That is a complex puzzle, as you will understand.

Well-chosen packaging offers many advantages

If you take the time to develop the ideal transport packaging for your product, the investment will pay off in the end. A lot of profit can be made with the right customised packaging. Because the packaging affects your time-to-market, your logistics costs, the safety of your employees, communication with your customers, your carbon footprint and so on. Together with you, we take care of control over packaging, loading and shipping in the entire supply chain.

**More revenue**

- Satisfied customers
- Stronger image
- Clear distinction from competitors

**Less costs**

- Efficiency
- Re-use
- Low transport costs
- Low storage costs
- Less damage
- Better for the environment

**More productivity**

- Just-in-time delivery
- Drop shipment
- Fulfilment
- Ergonomics
- Optimal packing and unpacking



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The 3 major pitfalls in packaging development

Practical tips to avoid them

Customised industrial packaging that provides added value for your product and your company. One that also helps save costs in the supply chain. How do you find it? Stay away from the 3 major pitfalls. With these tips, you can bypass them easily and find the optimal packaging for your product.

1

Draw up a clear set of requirements for your industrial packaging

Unnecessary problems, complaints and costs in logistics can often be traced back to an incomplete set of requirements for the packaging. Because the scope was too limited when drawing up the requirements package.

You need sufficient insight to create a clear set of requirements. Insight into all factors that have an impact on your product, from production to delivery to the end customer. In other words, the entire supply chain. Only with a complete and clearly defined set of requirements will you be able to develop the optimum packaging solution for your product.

These 4 questions will help you on your way with your set of requirements

2

Start developing your industrial packaging on time

If you only receive the packaging request at the end of a product development project, the deadline often plays a role. You hardly have any time to think about all the details, and the delivery date quickly becomes the deciding factor in your choice of packaging. With all the associated risks. Unnecessarily high transport costs, damage to the product, dissatisfied customers - you can prevent them!

The right customised packaging helps you keep a grip on your transport costs and margins. The earlier you as a buyer start with the packaging, the more value you can add. After all, good work takes time. Therefore, make sure that you are already involved in the development phase of the product. This will give you plenty of time to focus on your set of requirements and benchmark with multiple parties.

Learn more about the importance of early involvement

3

Involve an expert in the development of your industrial packaging

Especially with industrial packaging, we often see that the product engineer also 'arranges' the packaging as well. A lack of expertise then leads to sub-optimal solutions. Because they do not sufficiently protect the product or do not comply with laws and regulations. Or because they seem ideal on paper, but are not feasible in practice. For example, because there is too little knowledge about properties such as shock absorption, robustness and water tightness.

Developing packaging is a profession in itself. The Netherlands even has a separate chair in Packaging Design and Management. A packaging expert of Faes knows the advantages and limitations of all packaging materials. In all circumstances. And for the whole supply chain. Out-of-the-box thinking is daily business for us.

We are happy to help you avoid all the pitfalls of packaging

Why a clear set of requirements is so important



Author:
Harold Pijs
Customer Service
Manager

If you are looking for customised packaging for your product, you start by drawing up a set of requirements.

But why? What will it get you? And what is the best approach for this? I will be happy to explain it to you.

What is a set of requirements?

The set of requirements is the basis for effective tailor-made packaging. The set of requirements contains all the content and requirements that the customer and/or user require of the packaging.

Tip 1

The more specific, the better

In a package of requirements for customised packaging, it's all about the details. The packaging must be able to withstand a "bump", we sometimes see. But what kind of impact? From a knee or a forklift truck?

Tip 2

Take your time

An accurate set of requirements needs time. Preferably, you start parallel to the product development. Then you know for sure that the customised packaging will be ready on time and you don't have to make any concessions in terms of functionality or yield.

Why do I need a set of requirements?

Your packaging specialist will translate your set of requirements into an optimal, customised packaging solution. The clearer and more complete your set of requirements is, the better the end result will be. Customised packaging that ensures more productivity, lower costs and higher turnover, which also meets all requirements and performs optimally. Throughout the supply chain.

What does the set of requirements contain?

In the set of requirements, you lay down all your wishes and requirements. For example, the dimensions and weight of the packaging, how durable the packaging must be, and what vulnerabilities the product has (fragile and corrosive, for example). To determine which requirements are important, you need to understand the risks. Because only when you know what risks your product runs in the supply chain, you can protect your product optimally.

What risk do I run if my set of requirements is incomplete?

Packaging that is not optimally chosen can cause damage in the supply chain. Defect on Arrival (DOA) means unhappy customers and extra costs for returns. And oversized packaging takes up

valuable space during transport and storage.

Hoe stel ik een pakket van eisen op?

How do I draw up a set of requirements?

In order to obtain a correct set of requirements, it is important to clarify the following aspects:

- Preconditions (what do you have to comply with?)
- Functional requirements (what must the packaging do or be able to do?)
- User requirements (what do users want the packaging to do?)
- Design constraints (requirements relating to the construction and engineering of the packaging).

Think about what you want to protect your product from. First of all, look at the product characteristics. And then look at what risks your product runs in the supply chain. Which route does your product take? And with which means of transport? Also important: which legislation and regulations must you take into account? And what are your own starting points? What do you want to achieve with the packaging? What requirements do you set for sustainability? And your customer? And of course: what should the packaging cost?

How do I draw up a set of requirements for my transport packaging?

4



Author:
Robert Verboven
Account Manager

1. Voor welk product zoek ik een transportverpakking?

Your product is of course the starting point. Start by listing all the ins and outs of the product. And then look at what requirements these product features place on the packaging. What conditions must the packaging meet in any case? What must the packaging protect your product from?

Important points to consider are:

- The type of product
- The number of products in the packaging
- The dimensions and weight
- The vulnerability of the product
- Sensitivity to weather conditions (heat, cold, moisture, dust and radiation)

‘For fragile products, the right buffering and cushioning during transport are of vital importance. Other products can take a beating, but are oversensitive to moisture. So each product requires a different protection’.

‘Do you only pack a drill, or also the battery? If it is a lithium battery, take into account the UN certification for the transport of lithium batteries.’

2. What are my starting points for this transport packaging?

The starting points help you determine your direction and formulate your priorities clearly. Some are determined by law, others are personal preferences. All of them have an influence on the packaging development.

The search for the right customised packaging starts with an insight into all these factors. Because this will enable you to make the right considerations and draw up a clear package of requirements. Using these 4 questions as a starting point, you will gain insight into the requirements that the packaging must meet step by step. Each answer triggers a counter-question, until the preconditions are perfectly clear.

Legislation and regulations

Consider UN certification, health and safety laws and regulations, military specifications, cleanroom standards.

Purpose of the transport packaging

Do you use the packaging for protection during storage and transport or for presentation?

Environment and sustainability

To what extent do you want to limit the environmental impact?

Other criteria

Such as preference for a maximum weight of packaging and product, etcetera.



How do I draw up a set of requirements for my transport packaging?

4



Author:
Robert Verboven
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3. What route does my product take in the supply chain?

Mapping out the complete route that your product travels in the transport packaging gives you insight into the risks you need to protect your product from. And which requirements your packaging must meet along the way.

Type transportmiddel

1. Specific characteristics

On land, at sea or in the air, every type of transport exposes your product to different risks.

How sensitive is your product to:

- Vibrations
- Shocks
- Air pressure
- G-forces
- Moisture
- Salty air
- Temperature

2. Logistieke standaard

If necessary, take into account the standard agreements on pallet sizes and collomodule for each type of transport. Also consider, for example:

- Dimensions of trucks and trailers
- Dimensions of passageways, such as lifts and doors

Shipping frequency

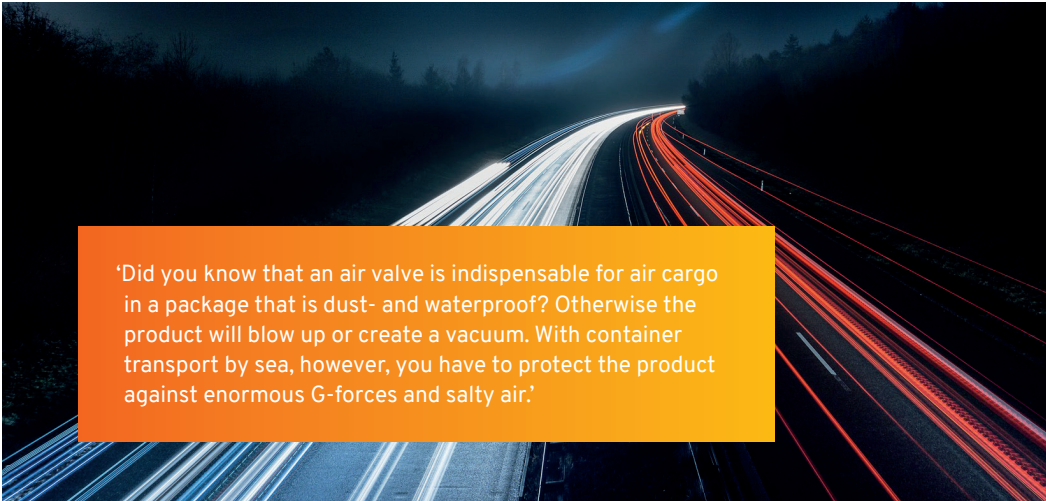
Do you send the product once or does the customer use the same packaging for a return shipment? A 'one way' packaging for single shipment has less stringent requirements than a return packaging.

Handling

Each transport has its own handling requirements and customs. With the right packaging, you can facilitate the carrier in this. Moreover, you can control how the carrier handles your packaging. If, for example, you choose a flight case with a pallet underneath, you reduce the risk of your product being thrown around.

Destination

What requirements does the recipient have regarding the packaging?
Are you sending the product to a warehouse, exhibition floor or clean room?
Does storage take place inside or outside? And is the destination also the final destination?



'Did you know that an air valve is indispensable for air cargo in a package that is dust- and waterproof? Otherwise the product will blow up or create a vacuum. With container transport by sea, however, you have to protect the product against enormous G-forces and salty air.'

Hoe stel ik een pakket van eisen op voor mijn transportverpakking?

4



Author:
Robert Verboven
Account Manager

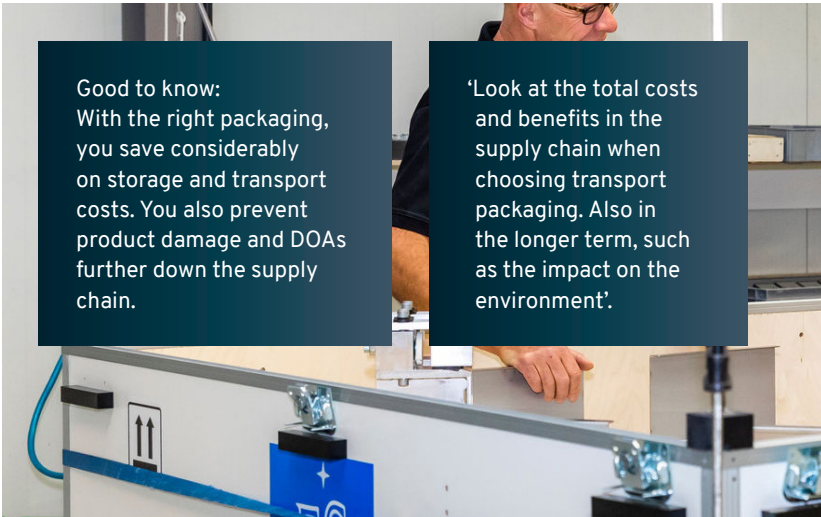
4. What should the transport packaging cost?

Of course you have a budget in mind for your customised packaging. But when making your choice, don't just look at what the packaging costs, but also at what the packaging yields. And how much you save with the right packaging.

The right packaging prevents unnecessary costs:

Damage

DOAs cause a lot of damage: return costs, replacement products, downtime for the customer. And damage to image because the customer is dissatisfied.

A photograph of a man with glasses and a dark shirt working at a packaging machine. He is looking down at the machine. The machine has a blue strap and a blue sign with a white star and the number '10'. There are also some clear plastic containers on the machine.

Good to know:
With the right packaging, you save considerably on storage and transport costs. You also prevent product damage and DOAs further down the supply chain.

'Look at the total costs and benefits in the supply chain when choosing transport packaging. Also in the longer term, such as the impact on the environment'.

Time and space

A well-chosen customised packaging significantly reduces the effective packing and unpacking time and does not take up more space than necessary. This also saves on handling, transport and storage costs.

Reuse

One-way packaging is often cheaper than reusable packaging. But when products are sent back and forth regularly, sustainable packaging is often cheaper. So think about the long term costs and environmental impact.

These questions are meant to get you started with your set of requirements

The search for the right customised packaging is quite complex. With a complete package of requirements, you give the packaging specialist the right instructions when developing the packaging. You will reap the rewards of this! Because the right packaging provides you with benefits and saves you costs.



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Author:
Corné van de Voort
Key Account
Manager

The importance of early involvement

As account manager at packaging specialist Faes, I am involved in many different projects. Time after time I see how important early involvement is. And how much this benefits the customer.

Good work takes time

If I ask you to draw a car in ten minutes, you will probably get a detailed drawing. In two minutes, it's already more difficult. Let alone if you only have twenty seconds, then it's already pretty good if you can recognise a car in it. It works the same way with packaging. Let me explain. Often, the development of packaging only becomes a topic when the product that needs to be packaged is already finished. If the product is already in the production phase, there is just enough time left for the packaging. Of course, a lot can be done with a bit of trickery. But whether that provides the best answer to your packaging question? A good packaging solution needs time. Exactly how much time is different for each packaging question.

What does early involvement have to offer you?

The earlier you are at the table as a buyer, the more value you can add. You get the chance to benchmark and look for the right packaging solution. If you involve your packaging supplier in the specification phase, you will come even further. He can help you map out the entire packaging chain, so that you can better determine the specifications that the packaging must meet. Because you give your supplier a more complete picture of the product and your packaging requirements, you come up with a better solution. A packaging that optimally protects the new product, in which so much has been invested, during transport and storage.

Because you are involved earlier, you have insight into the prices at an earlier stage. Target prices regularly lead to budget discussions afterwards; you can avoid that hassle. You are also no longer surprised last-minute with the instruction that you 'still need to arrange packaging

for an x-amount'. You are in the driver's seat. Because you make sure that the packaging appears in your ERP system with the correct data. You also avoid irritations and discussions if you simply order the packaging within the standard lead times.



5



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Manager

The importance of early involvement

I am convinced that early involvement provides a better solution with an optimal price-quality ratio. If you start working on the packaging at the last minute, then the delivery time becomes the decisive factor. You have to accept rush costs in order to meet the deadline. There is hardly any time to think about all the details of the solution. Sometimes this can cause unnecessary damage to the product further down the chain. Or unnecessarily high transport costs, for example because the packaging does not fit within the standard dimensions of a pallet.

Why does early involvement work better?

While the product development is in full swing, we as packaging specialists already know the ins and outs of the product. That saves time. As soon as the product design is completely finished and all packaging specifications are clear, we can get to work. The order is scheduled in good time, so you can count on us having sufficient capacity available. With rush jobs, of course, that's the question.

As a buyer, make sure you get a seat at the table on time!

Avoid the situation where you can only start working on the packaging at the very last minute. And that you have to settle for the best possible solution. Or that you have to accept that the project will be

delayed. You can ensure that the process of developing the packaging is not completely separated from the product development process. So that you can match the packaging to the product even better. My colleagues and I will be happy to help you with this.



Partnership with your packaging specialist offers the best results

6



Author:
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Of course you want to get your product to the end user in optimal condition. So you start looking for the perfect packaging solution. A packaging specialist who thinks along with you as a partner from the development phase to production and dispatch will help you with this. Personal contact and commitment are the key words in partnership. As partners, you trust each other. You stand side by side. A partner thinks along with you in terms of possibilities. This is how you develop the perfect packaging solution together. Packaging that optimally protects your product and reflects what your company stands for.

The development of a good packaging solution takes time

I've told you before about the need for early involvement of your packaging specialist. By sitting down together at an early stage, preferably during product development, you enable them to develop the best packaging solution for you at an optimum price/quality ratio. Because while product development is in full swing, the packaging specialist already learns the ins and outs of the product. And that saves time later in the process.

Maintaining the optimum result requires more

By making solid agreements with your packaging specialist about the development and production of your packaging solution, you know what to expect from each other. But is your packaging solution complete?

I dare say not. Because the added value of your packaging partner often lies in the period afterwards. It is not the case that, as long as you ensure that you involve a packaging specialist in your development process on time, you will also achieve the best possible result in the long run. What is just as important, but not everyone realises, is that the packaging specialist you work with is also prepared to go the extra mile for your organisation after the packaging has been developed.

You need to be able to count on your packaging specialist after the development process as well

Will your packaging specialist also be there for you if an order turns out to be slightly different? If you unexpectedly need 250 packages with an extra marking at very short notice? Or when it turns out in practice that the packaging needs to be slightly different from what was originally thought. A packaging specialist who works with you from start to finish and stands beside you beyond the line is the partner who will go the extra mile for your company. And who ultimately always ensures that everything ends up as it should.



Together we achieve more from your packaging



Author:
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Key Account
Manager

All worries out of your hands

Packaging is a profession in itself. You can safely leave the packaging management to us. Use our expertise, so you can focus completely on your core business. We take care of all your packaging worries! For greater efficiency, we work with you to ensure control over packing, loading and shipping in your supply chain.

A photograph of a warehouse interior. The image shows tall blue metal shelving units with yellow horizontal beams. The shelves are filled with numerous cardboard boxes. The lighting is bright, and the focus is on the structure of the shelving units.

Do you also want to get more out of your packaging? Are you curious how we can help you add more value to your organisation? We would be happy to further discuss this with you. Please contact contact one of our packaging experts.

Efficient management

We think along with you and ensure optimum efficiency of your packaging in the supply chain. We guarantee that your packaging is optimally available. Exactly as it suits you best. You request it and we produce it. Or we deliver them from stock within 24 hours. That gives you power! And substantial savings on your logistics and storage costs.





In conclusion

In this e-book you have read our view on packaging. We hope you have gained new insights that will help you in your search for a tailor-made packaging for your product.

We are happy to help you with all your packaging questions

Are you, like us, convinced of the importance of the right packaging? And are you looking for a partner who can think along with you from A to Z? We would be happy to further discuss this with you. Together with you, we will develop the optimal sustainable packaging solution. Always perfectly tailored and with a healthy dose of innovation and creativity.



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