

# Clysar® HPG Confidential Shrink Packaging: RX for Rising Transport Cost



**A perfect storm of challenges is making shipping more expensive, volatile and difficult to forecast, driving down margins for e-commerce and packaging fulfillment business.**

From increasing freight rates to dimensional weight pricing (DIM) based on package size, transport companies are using price hikes to incent shippers to eliminate wasted space inside the boxes (and inside the trucks).

## A Strong, Lightweight Sustainable Solution for e-Commerce and Retail Fulfillment

Clysar® HPG Confidential shrink film is a high-abuse opaque packaging material used by a growing number of e-commerce packagers and fulfillment centers for boxed products.



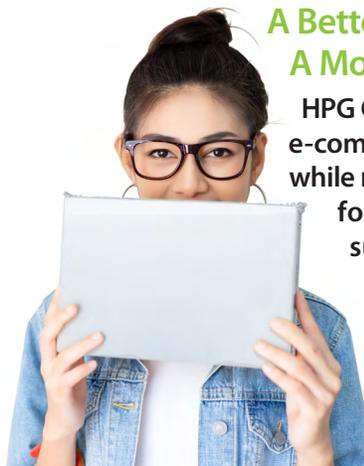
- Reduces package weight/size/volume to lower shipping cost
- Eliminates cost of outer boxes, dunnage and filler
- Conceals contents for privacy and protection
- Strong and protective: guards against scuffing, dirt and moisture

- Easy to run on most automated and manual shrink packaging equipment

Clysar® HPG Confidential shrink film is a high-performance shipping material proving effective in dramatically lowering these costs by eliminating unnecessary packaging materials, weight and volume.

## A Better Customer Experience, A More Sustainable Footprint

**HPG Confidential film improves e-commerce shoppers' experiences, while minimizing a product's carbon footprint throughout the supply chain.**



The *New York Times* cites consumers' "guilt, embarrassment and frustration" when recycling bulky e-commerce boxes. To respond, brands like

Amazon are creating "**Frustration-Free Packaging Programs**" to produce less waste. The environmental implication is significant: cardboard used in shipping packages in the U.S. each year roughly equates to more than 1 billion trees.<sup>1</sup>

Clysar® HPG Confidential film is an ideal candidate for volumetric sustainability, typically representing less than 2% of an average package's volume.

<sup>1</sup>Forbes, July 29, 2018, "What A Waste: Online Retail's Big Packaging Problem"



# By the Numbers: An HPG Confidential Shrink Packaging Makeover = \$2 Per Package

Here is how a domestic shoe manufacturer selling online unbundled **direct savings of more than \$2 per package** using HPG Confidential film.

## 1. Reduced SHIPPING MATERIALS \$0.70 per Package

**Cost of Shipping Materials Before:**  
**\$0.94 per package**

Dunnage: **\$0.02**

Box: **\$0.90**

Tape: **\$0.02**



**Cost of Materials After:**  
**\$0.24 per package**

HPG Confidential film:  
**\$0.24 per package**



## 2. Lowered DIMENSIONAL VOLUME for Another \$1.36 per Package

**Before: Box-in-a-Box**

A shoe box is shipped in an outer box with dunnage/filler. DIM shipping costs are figured using both weight and the outer box dimensions.

**16" x 13" x 6"**

With outer box and dunnage: **2.8 lbs.**

Shipping cost: **\$15.45**



**After: HPG Confidential Overwrap**

HPG Confidential film is used to replace the outer box. The dimensions of the shoe box are now used to calculate the shipping cost. Since HPG Confidential conforms tightly to the package, the inner box dimensions become the ones used to calculate the shipping cost.

**12" x 8" x 5"**

Weight: **1.8 lbs.**

Shipping cost: **\$14.09**



- ✓ Total Weight Reduction per Package: 1 lb.
- ✓ Total Dimensional Weight Shipping COST SAVINGS: \$1.36 per package

## 3. AUTOMATION Efficiencies Contributed Labor Savings

In recent e-commerce applications, consumer products companies who have automated their packaging process using HPG Confidential have cut labor costs by 50%.



## 4. EFFICIENT INVENTORY, LOGISTICS AND STORAGE Added Bonus Savings

One roll of HPG Confidential film can replace more than 600 corrugated cartons, or roughly a pallet of knocked-down corrugate boxes, saving significant inventory space and cost. The film also accommodates multiple product sizes, types and weight, reducing packaging SKUs.



**What Could Your Savings Look Like? CALL 1-888-4-CLYSAR for FREE APPLICATION SUPPORT.**

Our e-commerce specialists offer free consulting to determine the viability and system-wide cost impact of using HPG Confidential shrink film in your application, including film/equipment system integration.

- Sample rolls and data sheets
- Packaging testing and cost analysis
- Application trialing, training and startup

**Find more info and specs online:**

**[clysar.com/shrink-films/clysar-opaque-hpg-confidential-film](https://clysar.com/shrink-films/clysar-opaque-hpg-confidential-film)**

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**Clysar**

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All Clysar® films are proudly made in the U.S.A.

