

PACKAGING PRIORITIES + DIRECTION

PACKAGING OBJECTIVES

- 1. Move to smaller packaging that is vend-friendly
- 2. Improve materials whenever possible
- 3. Maximize design and add easy retail features within decided space to allow for easy pivots
- 4. Enclose product to eliminate repackaging needs and additional costs for Amazon

MATERIAL OPTIONS

- 1. CLEAR POLY BAG with BRANDED GRAPHICS
 - ECO or REGULAR
 - » If regular, full color art should be used
 - » If eco, art should be in black eco ink
 - » If eco is available, direction should be eco
- 2. BOXED: ECO ONLY
 - » If box, it must be natural corrugated material that is recyclable
 - » Art must be in black eco ink to remain eco
- 3. SHRINK WRAP with BRANDED GRAPHICS
 - ECO OPTION?
 - » If eco solution - print must be in black eco ink
 - Package dimensions should aim to be on the larger size of vend friendly to allow for optimal design
- 4. WHEN USING STICKER for ART
 - Front of packaging should have PRODUCT specific detail - sticker should ideally wrap and have regulatory detail on side or back
 - What type of sticker is ECO?
- 5. Hang Tags
 - Brown corrugated?
 - When are these used?

VEND-FRIENDLY REQUIREMENTS

- 1. Measurements must fall within these dimensions:
 - Height between 3-7"
 - Length (width) must be between 2-10"
 - Depth must be between 0.5-3"
- 2. Goal should be to be on the larger side of vend-friendly measurements for design to be optimized
- 3. Steps should be taken to prevent package from flopping while standing - insert of cardboard or other



DECISION MATRIX

****PRICE//MARGIN IS A TOP PRIORITY IN THE PRODUCT DEVELOPMENT PROCESS AND THIS WILL DETERMINE HOW MUCH IS AVAILABLE FOR PACKAGING COSTS****

PRIORITIES	EVALUATION	DIRECTION		
BASIC AMAZON REQUIREMENTS	Amazon requires product to be fully enclosed so products without have to go through a repackaging process at the warehouse which we want to avoid as it increases cost. Q: Will this product be sold through Amazon? *Ecomm Team to confirm*	IF YES: Packaging must fully enclose the product — no exposure.	IF NO: Highly unlikely that a product wouldn't be sold on Amazon. This should be confirmed with Amazon ecomm team.	IF MAYBE // UNCLEAR: Assume product will be sold on Amazon so packaging must fully enclose the product — no exposure.
VEND-FRIENDLY	We are working to move the majority of packaging towards vend-friendly. Q: Will this product be in vend? *National Accounts Team to advise*	IF YES: The package must be within Ergodyne vend-friendly measurements stated at: Height between 3-7" Length (width) between 2-10" Depth between 0.5-3"	IF NO: The measurements need not apply however, there should be no excess space unless warranted by the product.	IF MAYBE // UNCLEAR: Assume that YES it will be in vend at some point.
ECO MATERIALS + MATERIAL REDUCTION	As we build our eco-story, packaging is one of the most impactful changes we can make. Every packaging project should be evaluuated for eco-materials. If not identified as vend product, we still want to reduce material. Q: Is there a more sustainable material packaging option?	IF YES: Reference Ergo approved eco-friendly material options. Share with factory, get pricing, assess margin impact. Goal would be negligible margin impact. Quantify and share eco-impact.	IF NO: If no sustainable material options are available with supplier, focus on material reduction. If plastic bags are used, mil should match the mil of eco plastic bags as outlined in the packaging guide.	IF MAYBE // UNCLEAR: It is unlikely that a factory would not be able to source eco materials to meet our specs. However, if that does happen, engage with Ergo sourcing to identify a long-term solution.
RETAIL-FRIENDLY	Whether or not the product is vend-friendly, packaging should be optimized within reason for potential store-front/retail opportunities. Q: Is a retail or distributor store-front opportunity likely? *Sales Team to advise*	IF YES: Optimize design and features (even small vend-friendly sizes) based on level of opportunity. Circle holes not butterfly for peg hooks. If significant, separate packaging should be discussed. Approval from VP of Ops and Product.	IF NO: We are moving AWAY from clear Poly bags with UPC as the art. There must be a clear reason (like large sized product) as to why there shouldn't have any graphics and must be approved by VP of Product and MKTG.	IF MAYBE // UNCLEAR: Small additions (like holes for hanging) as well as images and copy that allow us to pivot to retail IF and opportunity were to arise.