



## BUILD YOUR BRAND WITHOUT BRICKS:

E-Commerce merchants are thinking inside-the-box to increase brand awareness and build customer loyalty.

### Ship Products Safely and with Style!

Custom packaging increases the excitement customers feel when opening boxes. That's important because positive customer experiences increase loyalty. When an order arrives, it can serve as a reminder of what company satisfied their needs.

Some companies brand the outside of their packages with their logo or catchy slogans. While such messaging is good for building brand awareness, it can also serve as a "welcome" sign for "porch pirates," who steal packages after they're delivered to a customer's doorstep. According to a recent report from InsuranceQuotes.com, that's an unfortunate experience 23 million Americans have had!



Example of custom protective packaging; custom air cushion color and logo.

That's why it's what's inside the box that matters!

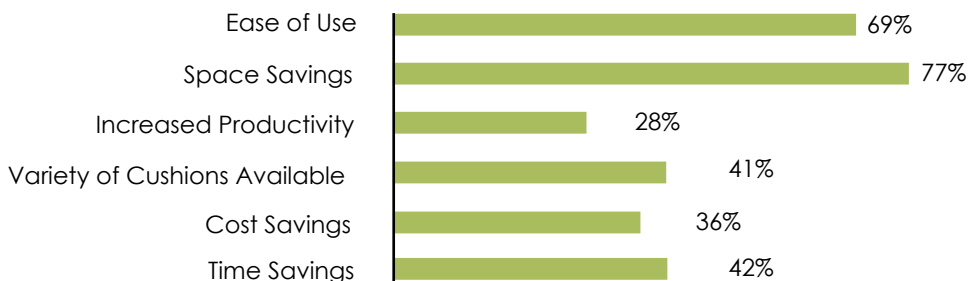
FP International offers inflatable protective packaging that can be branded with your logo and/or slogan. Our custom air cushions help your products arrive safely and with style.

### Why FP International?

Our protective packaging saves customers time, space, and money, and we've been providing those same benefits to thousands of customers for over 50 years.

We have a product, the MINI PAK'R System, designed specifically for E-Commerce merchants and omnichannel applications.

The below graph shows the benefits 160 survey respondents reported experiencing from their use of the MINI PAK'R System:



Note: this is a multiple-choice question; response percentages may not add up to 100

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