



Shelf-to-screen – E-commerce packaging solutions for sustainability, 2023 and beyond!

The packaging of a product is a vehicle, the single greatest medium driving consumer purchasing decisions, and a brand's most valuable resource. [E-commerce](#) is a burgeoning-but-booming business; this change in shopping behaviours is posing exciting challenges for industrial designers, engineers, product developers, and buyers.

This influence on packaging is changing the requirements of designers and buyers. Logistically, there is a distinct difference between the packaging required for retail shelves and sales versus e-commerce sales and direct warehouse-to-user transportation.

For industrial designers and developers of [e-commerce packaging solutions](#), lightweight, durable, innovative substrates developed from sustainable raw materials are key to your success. Packaging solutions for sustainability are prevalent in every industry; your jobs are to create inspiring, powerful, and genuine experiences for the consumer, all the while managing brand presence, environmental concerns, and the ecological impacts of your creations.

'[Less is more](#)' - a phrase we hear often in the packaging industry, but just as true and needed in e-commerce packaging solutions. On every level of its life cycle, a product's packaging is essential to its success, especially in a world where we grow more eco-conscious every day.

Online shoppers need to feel like receiving their package is an event; one they won't be disappointed in. Current trends indicate the simple, holistic, minimalistic, eco-sustainable approach needs to be taken at every juncture, creating a circular design process. It has to reduce transportation costs, be lightweight, robust, and strong, meet stacking requirements on warehouse shelf space, durable enough for the postal system, aesthetically and ecologically appealing to the consumer, and (once opened and enjoyed) disposable in a convenient and eco-friendly manner, preferably by being repurposable.

As you can see, there are some incredibly thrilling challenges ahead for 2023 and the future. How are we going to continue creating packaging solutions for sustainability and meet the growing needs of intelligent consumers who want a transparent packaging experience?

Shelf-to-screen packaging solutions for sustainability

There are many examples where e-commerce business and online experiences have shown us we can move away from environmentally damaging materials for our packaging needs.

Clever practices have taken away the necessity for brand owners to use theft-proof plastics which are hard to open, often one-use, and exceptionally damaging for our environment. For example, take men's razors (usually blister-packed in heavy plastic that can be dangerous to remove), give them an online presence, and supply them in recyclable paper/board packaging to the consumer's door. This simple idea is just one way we can all make a small difference to our carbon footprint and overall eco-impact, but there's much more influence you can exert as industrial designers and product developers.



Engineers, industrial designers, product developers, and buyers are at the core of successful packaging solutions for sustainability. It's your intentions, inventions, inceptions, innovations, and outside-the-box thinking that will break down any barriers or obstacles in our way to e-commerce packaging solutions.

Your job isn't to modify, but re-invent. The solutions you have for your shelf-to-sales packaging aren't going to cut it with your shelf-to-screen; you're dealing with a whole new medium and set of issues. It's an exhilarating time if you're a packaging designer or developer. You get to pioneer and innovate our future and present e-commerce packaging solutions.

Designing packaging to fit online stores' and shoppers' needs means accounting for both your products' and packaging's screen-to-doorstep appeal. On top of this there are new logistical, transportation, and storage needs you need to incorporate into your concepts and designs. All of this, of course, needs to be ecologically-sound, sustainable, and on-trend for future packaging sustainability goals.

Paper/board is one of the few products made from sustainable raw materials offering incredibly versatile, innovative, and ingenious **e-commerce packaging solutions**. They also fit the ideology that, through sustainable materials, products no longer have a 'lifecycle', but just a cycle.

Sustainable e-commerce packaging solutions by circular design

["Imagine what you could do if everything was restorative and regenerative"](#).

That would be awe-inspiring, right!? Well, that's becoming a reality through circular design, the idea that a product can have a never-ending cycle of uses. What's also really tremendous is that this fits with the holistic approach industries are being motivated to take for both their internal systems and packaging needs.

It would seem that emerging e-commerce markets would benefit greatly from the ideology of circular design for their management system's processes and packaging needs. It has shifted the paradigms for industrial designers, widening the extent of your design innovations. Your dreams are only limited by your imagination; a new mind-set is evolving for business and packaging solutions.

Taking a circular design approach to your innovations will ensure you continue to create stylish, effective packaging solutions for sustainability. One way of incorporating this method is the continued use of sustainable raw materials for your packaging substrates.

E-commerce packaging solutions go beyond the product; your protective packaging needs to be lightweight, durable, and sustainable. They have to tick all the right boxes for businesses and consumers. B2B solutions are also on your radar, especially for heavy duty goods with awkward sizes and shapes. The logistics and storage for such products, especially in the e-commerce model, require unique innovations.

Solutions in [paper/board products](#) such as paper honeycomb aren't only on-trend for their [biomimicry](#); they're ridiculously lightweight, eco-sustainable, versatile solutions for e-commerce packaging needs. This isn't just at the protective packaging juncture! At every stage of a product's

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packaging concept, paper/board solutions are proving to be one of the most innovative, eco-friendly, and sustainable solutions for industrial designers.

That's why, as industrial designers, engineers, product developers, and buyers, organisations such as [EMPHA](#) are exceptional tools. They enable you to connect with each other and develop ideas and solutions, using substrates such as [paper honeycomb](#), to create a sustainable future for e-commerce packaging solutions.

