

Flexible E-commerce Packaging

Get creative with your e-commerce packaging and elevate your program with flexible solutions.



We have all made online purchases and that number continues to grow. The North American e-commerce industry is now valued at over [\\$360 billion](#). The industry has grown in sales over the years and continues to take up a larger piece of the overall retail market. E-commerce packaging has become increasingly important over the years as the market has matured and become more competitive.

[First impressions can form in milliseconds](#), so it's important that your e-commerce packaging supports your brand, especially when your packaging can be your customers first physical interaction with your brand. Major improvements have been made over the years in the quality, speed, and packaging for online shopping, which has raised customer expectations. E-commerce packaging can add value for customers and promote your brand through a branded packaging experience.

Flexible e-commerce packaging can be a great way to elevate the value delivered by your packaging and reduce the number of packaging components you need on hand. With customizable inserts, e-commerce boxes can provide a perfectly snug fit for your product. Flexible solutions can elevate the perceived value of the product to your customer as the product is perfectly positioned and displayed upon delivery. The customizable inserts enable you to use the same sized e-commerce box for different product sizes, avoiding additional costs that would result from purchasing and storing an excessive number of variations. Flexible inserts for your e-commerce packaging deliver a professional, thoughtful feel that can really showcase your product and brand.

Classic PKG Direct is happy to help with any of your e-commerce packaging needs. Enhancing your e-commerce packaging can better protect your products, stand out amongst competitors and help elevate your brand value in the eyes of customers.



Industry Spotlight: Sweet Lollapalooza

Sweet Lollapalooza is a premium chocolate shop based in Edmonton, Alberta. They specialize in hand-crafted premium chocolates from the highest quality cacao. All of their chocolates are handmade using the best ingredients. With such high-quality, premium products comes the need for packaging that reflects that premium quality. Sweet Lollapalooza partnered with Classic PKG Direct to produce their recent packaging program, which includes rigid boxes, paper bags and e-commerce boxes. Their e-commerce boxes were developed with custom inserts that can house different boxes and products. The flexibility provided by inserts allows Sweet Lollapalooza to deliver a high-quality packaging experience to their customers.

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