



# HOW TO PREPARE FOR THE HOLIDAY SHIPPING SEASON

Don't let a lack of packaging disrupt your holiday sales

## 1 KNOW YOUR PACKAGING SUPPLIERS' LEAD TIMES

### Order the packaging you need now.

Recent inflation has influenced shoppers to start earlier. Salesforce.com reports that **42%** more shoppers worldwide and **37%** more in the U.S. plan to start buying gifts earlier as a way to get better deals.

According to **USPS** between Thanksgiving & New Year's Eve 2021, USPS alone shipped between **850M** and **950M** packages.

## 2 ENSURE RELIABLE DELIVERY & FULFILLMENT

Choose the best package to properly protect your product during transit:



Flat poly mailers for soft goods



Bubble mailers for more fragile products



Expandable mailers for bulkier items



All-paper mailers for curbside recyclability

## 3 GIVE IT SOME INK

Branding your packaging will leave your customer with a lasting impression. 50% of shoppers would recommend a product if it came in gift-like or branded packaging. *(dotcomdist.com)*



## 4 INCREASE FULFILLMENT SPEED

20%

Wicketed mailers increase fulfillment speed by **20%** by freeing up one hand for packers.

400 to 500%

The **PACjacket Automated Packaging machine** produces 15-20 packages per minute increasing your fulfillment speed by **400-500%**.

## 5 SUPPLEMENT YOUR TEAM

PAC Contract Services is a third party contract services provider that can help with shrink wrapping, sleeving and banding, package assembly, POP displays, kitting, collating and sorting, labeling and inventory control. **We have:**

216K square feet

300 contract employees, if needed

18K pallet capacity site

75 person operation teams

22 dock doors

[www.pac.com](http://www.pac.com)  
[info@pac.com](mailto:info@pac.com)  
800-535-0039