

THE IMPORTANCE OF PACKAGING IN LOGISTICS

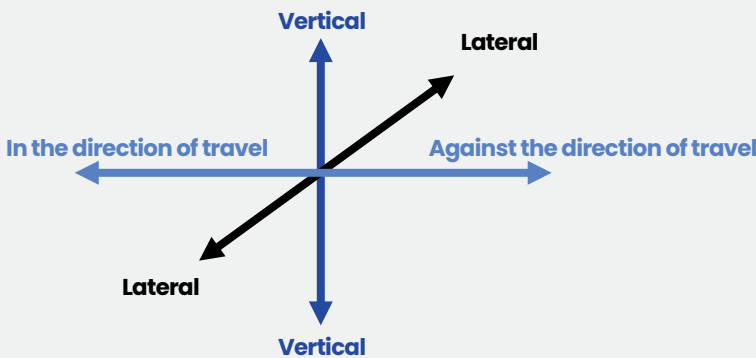
1 Protection Against Damage

- ✓ Freight travels through different environments, including bumps, drops, and pressure from other goods.
- ✓ Quality packaging acts as a safeguard against these forces, protecting goods from breakage, dents, scratches, and environmental exposure.
- ✓ Using a suspended packaging environment, where the freight doesn't directly contact the outer packaging, goods are better protected for road transportation.

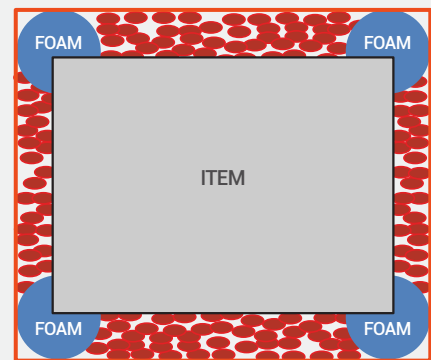


FREIGHTGUARD

DYNAMIC LOAD FACTORS



SUSPENSIVE PACKAGING ENVIRONMENT



CARDBOARD OUTER

2 Cost Efficiency

- ✓ Cutting corners on packaging might seem like you're saving money, but it can lead to costly issues later. Poor packaging can result in damaged goods, leading to returns, replacements, and potential liability for damage caused by spills or leaks.
- ✓ Investing in the appropriate packaging standard for your products saves on these potential costs and protects the quality of delivered items.

3 Compliance with Regulations

- ✓ Certain types of goods, such as hazardous materials or perishables, are subject to specific regulatory packaging requirements, like those outlined by the International Air Transport Association (IATA). Failure to comply with these standards can result in fines, delays, and even legal action. Adhering to these packaging standards ensures quicker processing and transportation through the whole supply chain.



4 Brand Image and Customer Satisfaction

- ✓ Packaging is often a customer's first impression of your brand. High-quality, protective packaging not only keeps goods safe but also reflects positively on the brand.
- ✓ Ensuring promotional or display packaging is protected in transit prevents damage, maintaining the product's presentation for the end consumer.



5 Sustainability Matters

With rising consumer demands around eco-friendly practices, sustainable packaging is essential. Opting for recyclable or biodegradable materials not only reduces environmental impact but also increases brand loyalty among customers who value responsible business practices.

6 Efficiency in Handling and Storage

Well-packaged goods are easier to stack, store, and transport, optimising warehouse space and reducing handling time. This ensures safer and more efficient loading and unloading, particularly for palletised items that need to be properly stacked for forklifts. Efficient packaging leads to faster delivery times, benefiting both the sender and the receiver.

FreightGuard has developed a packaging standard for each of these types of products as each of them is packaged in a different way. The products included:



Incompatible rolls



Laminate planks & tiles



Incompatible items



Clothing & apparel



White goods



Lighting & light fittings



Artwork, sculptures, general signage & marble tiles/slabs



Items for palletised loads



Glass & fragile items



Wine



Ceramics



Fireplaces, stoves & pizza ovens



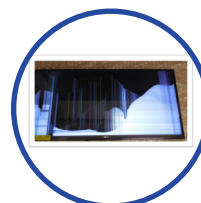
Corrugated cardboard boxes



All batteries & uninterrupted power supplies



Electronic devices



Large TV's & plasma screens

✓ Conclusion: Don't Overlook Packaging

In the logistics world, packaging is a critical part of the transport strategy, impacting not just product protection but also brand perception, cost-efficiency, and compliance.

For specific standards and recommendations contact us for your **FreightGuard** internationally accepted packaging guidelines tailored for road freight.