

**Features - Guest Column** 

Logistics Guest Column

**Importance of packaging in supply-chain - Gaurav Vora, Dynaflex**

Today's e-commerce boom has redefined the Indian logistics sector and has ushered in a stronger packaging need

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Packaging has been by and large the most important part of product profiling. It is the science, art and technology that protects and enhances the product enclosed for proper transportation, distribution, storage, sale and use. Today packaging is continuously evolving as a science and technology with prominent innovations being made day in and day out. In many countries packaging is fully integrated into government, business, institutional, industrial and personal use.

Critical issues are faced by different segments of society pertaining to safe movement of cash, confidential documents and valuables such as evidence for police services, examination papers, diamonds, precious metals, foreign exchange, election papers, cash in-transits and passport, among others. Such incidents of exam paper leaks or tampering of evidence or theft of passport and

cash in transit can be avoided by taking small precautions like the use of security and tamper-evident packaging products that ensure the highest level of tamper evidence.

While it is expected that every corporate has to deliver the product, safe and secure, to the right person in right time frame, there are instances of tampering, theft, or depletion of products or important documents during transportation. Where most companies take great efforts in designing and manufacturing their products, product samples and quotes, all effort goes in vain when the products and important documents are received in deteriorated condition.

There are chances that the products/ important documents might arrive in a depleted condition due to wear and tear during transportation. This is where tear free security envelopes play a major role. Tamper-evident packaging ensures an envelope carrying important documents cannot be opened without damaging or tearing the envelope. An ordinary envelope can be opened and then sealed again without leaving any evidence. Tamper-evident security envelopes leave clear and indelible mark to any attempt of unauthorised opening. Thus, it is able to provide perfect optical opaqueness and ensure maximum confidentiality. These envelopes also safeguard the products/ documents from pilferage and depletion during transportation.

**Reasons**

There are many reasons for employing tamper-evident products. Tamper-evident devices or features are common on packages to deter package or product tampering. They are used wherever one wants to know whether the packaging/ product being transported are tampered with. Such packaging material offers irreversible proof of tampering which enables one to take quick action. Thus, any tampering of confidential document or examination papers or any security lapse can be immediately brought to the notice of the authorities with the help of the security and tamper-evident products, which show evidence of tampering.

Tear Free Envelope is also a very important branding tool, as it goes a long way in reinforcing the brands' trust and establishing credibility over companies that use random envelopes.



Security and tamper-evident packaging products are being used world over, in government departments, educational institutes, police and investigative bureaus to protect confidential information and evidence samples from unauthorised access. Security and tamper-evident products highlight evidence of tampering through their reliable special security closure, and unique sequential number or bar coding, clearly and instantly. Due to the unique nature of security and tamper-evident products, an excellent deterrent to unauthorised access, tampering or theft becomes easily traceable.

The tamper-evident packaging material is in wide use in the Western countries; companies in India too have started realising the importance and benefits of such products. In fact companies in India are now gradually and steadily shifting from conventional packaging products to security and tamper-evident products.

For emerging industries like e-commerce it is critical to gain repeat customers. Repeat purchases or loyalty is determined by perceived usefulness, trust, satisfaction, and perceived value of the product. Looking at the condition of goods when received, the customer builds a perception about the product and its supplier. The customer never physically comes in contact with the seller and the final product, which is delivered to his/her doorstep, can make or break the customer loyalty.

Similarly even the more established industries and bodies like banking, education, passport offices, investigative bureau, government departments and corporate have adopted a safe passage for the movement of important documents by shifting to highly secure and tamper-evident envelopes from the conventional ones.

One of the packaging envelopes categories is a security envelope, used by textile garment companies to courier or transport their samples to and fro between mills, shops, customers, dealers and the like. These envelopes provide a great deal of security as they are water resistant, their peel and seal technique saves time, effort, and energy and they are easier to handle as they are lighter than cloth and paper, so less cost of couriating occupies. They also occupy 60% less space than conventional envelopes and can be branded as per customer requirement.

Globally, not many companies manufacture high security tamper-evident bags and envelopes, which are used by e-commerce retailers. The infrastructure required to assure the reliability is difficult in terms of machinery, standards, people and technology. In a country like India, where damages in transit or tampered couriers are a common sight, e-retailers lose customers every time a damaged product is delivered to him.

Dynaflex manufactures products with special security closure and unique sequential number or bar coding that makes tampering instantly and clearly visible. Dynaflex is the only Indian company approved to make aviation security bags used for duty free liquids and other high security and classified applications like evidence collection, forensic use, diplomatic pouches and exports to more than 35 countries to various governments and others. Some of India's biggest e-retailers like Flipkart, Yebhi, eBay and Myntra and all major courier companies like DHL and Blue Dart are partnering with Dynaflex to make sure that they have stronger logistics and supply chain.

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