

Posted on [June 20, 2014](#) by [Pooja Viskant](#)

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Importance of Packaging in e-commerce today

Gone are the days when packaging was just about stuffing products in any carton or packing box. With the exponential growth and continuing growth of e-commerce in India today, online retailers have recognised the significance of packing products in the right way to ensure products are delivered to customers without any damages.

It is no longer just about the box or size of the box, package cushioning or protective padding is given equal importance to ensure products stay in one piece. With various options available in the market today, it is important to choose the right option based on certain factors like the following:

- Practicality
- Affordability
- Product should stay in one piece
- Product should be protected and safeguarded

The [package is the identity of the seller or brand](#), as customer sees it first before seeing the purchased product. Browsing online and purchasing a product is only the first part. From a customer's point of view, the moment of truth is when he gets it in hand. Hence retailers recognise that the kind of packaging becomes part of their brand identity and has equal significance to the product itself.

One such company in India that is doing really well in this domain is [Dynacorp](#), Asia's leading manufacturer of security and tamper evident envelopes and bags. Apart from being used in the e-commerce domain for online shopping deliveries and courier companies, Dynacorp's packing products are used for a number of purposes like corporate mailing and passport movements.

Dynacorp's security envelopes are one of the best in the industry with features like weather resistance, tamper proof, peel & seal, ball point or marker can be used, light weight, recyclable, lesser space requirement (80% lesser than cloth envelopes) etc.

Speaking on the significance of packaging today, Mr. Hitesh Shah, National Sales Head of Dynacorp, shares with us, "In the e-commerce eco system, there is a lot to be taken care of from the standpoint of strengthening backend to efficiently manage orders, reverse logistics, timely delivery of products etc. Amidst all this, packaging carries significant onus because the single most challenging area for an e-commerce company is to provide "near-to-the retail shop" experience to the customer at first sight. This is about creating a 'wow' when one receives the product he/she has ordered."

"Not only this, reaching out the ordered products safely into the customer's hands builds TRUST and LOYALTY. So, to deliver SMILE on customer's face, along with every bit of monetary resource that is required to be spent, the willingness to spend on good packaging is also equally important," he adds.

Disclosure: Dynacorp is the Packaging Partner of [IOS Sellers Meetup, Mumbai on Jun 21st](#).

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