



E-commerce websites relying on tamper proof packaging

By Editor | 13 March 2012 | [Digital](#) | [Related Videos](#) | [Related Gallery](#)



Do the products that entice you to shop online arrive at your door step in the same condition when received? If yes, then the next time when you buy online just think of the special efforts made by the e-commerce retailer to ensure the safe and secure delivery of the product, in the right hands and at the right place. And it is the vision of Asia's largest manufacturer of security and tamper evident products, Dynaflex that has made this safe movement of online shopping products possible.

According to a recent survey conducted by ASSOCHAM, the online retail industry in India is likely to be worth Rs 7,000-crore by 2015. For an emerging industry like the e-commerce it is critical to gain repeat customers. Repeat purchases or loyalty is determined by the perceived usefulness, trust, satisfaction, and a perceived value of the product. Looking at the condition of goods when received, the customer builds a perception about the product and its supplier.

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 courier packets are a common sight, e-retailers lose customers every time a damaged product is delivered. Today, in India, Dynaflex manufactures products with special security closure and unique sequential number or bar coding, that makes tampering instantly and clearly visible.

This is where the 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. Tear Free Envelope is also a very important branding tool, as it goes a long way in reinforcing the brands' trust & establishing credibility over companies who use random envelopes. A standard practice in most developed countries, the companies in India too, have been quick in adopting such tamper evident & secure envelopes for shipping their goods across to customers.

Claiming that Dynaflex is the "only Indian company approved to make aviation security bags used for duty free liquids, & other high security & classified applications like evidence collection, forensic use, diplomatic pouches, & exports to more than 35 countries to various governments and others", Mr. Gaurav Vora, Director, Dynaflex commented. He further informs, "The envelopes leave a mark if any one tries to tamper. It has been over a year since they were launched in India and the demand, especially from the e-commerce sector, has been overwhelming."

Dynaflex is Asia's largest manufacturer of security and tamper evident products and it is the only firm in the country to manufacture these products.

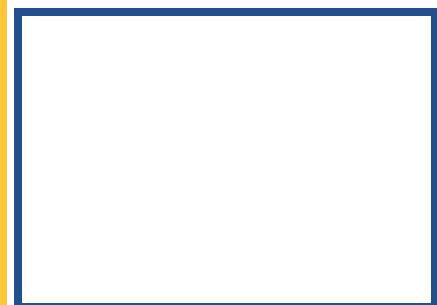
Some of India's biggest e-retailers like flipkart, yehbhi, eBay, Zoomin, Myntra, Hoopos, Infibeam and the major courier companies like DHL, Blue Dart etc are partnering with Dynaflex to make sure they have a stronger Logistics & supply chain.

Mr. Deshant Jain from Flipkart, one of India's major online shopping retail brands using Dynaflex products since 2011 says, Dynaflex has provided us with very innovative, unique and tailor made solutions. The use of these products has widely benefited us in various aspects. The special bubble

Related Articles

Most Viewed

- ▶ Google declared Most Trusted Internet Brand fourth year in a row - 2014-02-21
- ▶ Frost & Sullivan Perspective on Facebook-Whatsapp deal - 2014-02-21
- ▶ Are different social networks suitable for different posts or reading reviews? - 2014-02-21
- ▶ Travel Sales Mature Worldwide and the credit goes to New media - 2014-02-20
- ▶ Facebook to Acquire WhatsApp - 2014-02-20
- ▶ Do you also abandon your shopping cart online? - 2014-02-19
- ▶ Times Internet brings TechRadar to India - 2014-02-18
- ▶ Game4u launches operations in Singapore and Malaysia - 2014-02-18



envelope that Dynaflex specially designed to address our need for packing of fragile items has resulted in saving the operational, commercial cost and time. While the security border envelopes have drastically reduced the instances of theft and pilferage.

Mr. Deepak Rishi, Senior Vice President - Operation, Myntra.com while sharing his views on the products offered by Dynaflex said, "Dynaflex provides tamper proof security poly bags which cannot be opened without tearing. These have helped us reduce our in-transit pilferage and are price effective when compared with carton boxes. The volumetric weight is less compared to carton boxes and hence has resulted in savings in our logistics costs."

Mr. Venkatesh from Hoopos, a start up e-commerce Company using Dynaflex products since 2011 said, Dynaflex provided us with packing solutions which were very instrumental not only in ensuring high level security of the products we ship, but also reducing our packaging & freight costs. Controlling the freight costs is very crucial in the high traffic commerce industry. The fact that they offered with multi colour printing option resulted in high brand recognition as well.

Mr. Aditya Chauhan from Rubicon e Retail Pvt. Ltd. (stylemyway), a unique platform catering to all fashion requirements using products offered by Dynaflex since 2011 said, "We were not getting the required products to the market, until we were introduced to Dynaflex range of products. The offerings by Dynaflex are very innovative, unique and tailor made. The use of these products has widely benefited us with respect to what the industry requires, in terms of size variations, styling, quality and multiple iterations.

Tweet 1

0

Share 1

Like One person likes this. Sign Up to see what your friends like.

0 Comments.

Tell us what do you think

B I ?

Comment is required

Name is required

Email is required

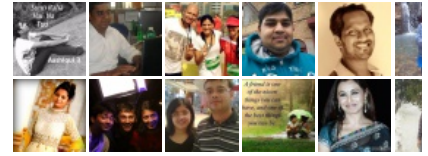
Website / blog

BfgCDt

Powered by Bullraider.com



808 people like



**Turn-key
Email Marketing**



[About Us](#) | [Disclaimer](#) | [Feedback](#) | [Advertise with MediaVaar](#) | [Contact](#)

Copyright@SinVal Media Communications Pvt. Ltd 2011

Powered By MAXIMESS

Array

Font size [Bigger](#) [Reset](#) [Smaller](#)