



Executive Summary

CUSTOMER:
Booktopia®

INDUSTRY
Online Bookseller

CHALLENGE:
Ensure goods are received as quickly as possible, undamaged, and at the lowest cost to customers and its operations

SOLUTION:
I-Pack® automated packaging solutions

KEY RESULTS:
Eliminated damage during shipment;
Increased packing speeds

DIVISION:
Product Care

QUICK FACTS

4M

Packages shipped per year

\$1M

Reduction in Labor Costs

17sec

Reduction in Packing Time Per Pack

I-Pack® PRODUCT FEATURES

- Savings on Shipping: Smaller overall volume reduces air freight and last mile costs.
- Improved Operational Efficiencies: Tray forming, height adjustment, and lidding process is automated and high throughput.
- Savings on Packaging Materials: The need for additional packaging material is reduced.
- Damage Protection: The I-Pack® fold increases box strength adding product protection. The glued pack is securely sealed and tamper-evident.
- Sustainable: The 100% corrugated package is “curb-side” recyclable.
- Improved Customer Experience: The finished appearance of the package enhances brand image.
- Easy to Open: The built-in tear strip makes opening an easy pull.

CHALLENGE

Booktopia®, Australia's largest online book retailer, commands 81 percent of the country's online book sales, shipping four million books a year from its 10,000 square meter Sydney headquarters and distribution center.

In 2015, Booktopia moved to its current location to accommodate the brand's rapid growth. However, with this move, came the need to address the significant volume of carton product that was being picked and packed by hand, as this was slowing Booktopia's packing processes and causing throughput to fall below the rate of demand.

Facing international competition from Amazon and the Amazon-owned Book Depository, Booktopia engaged Sealed Air to identify an automated solution that would allow its Sydney operations fulfillment speeds that could keep pace with its 30% year on year growth--while ensuring its products arrive as quickly as possible, undamaged, and at the lowest cost to customers and its operations.

SOLUTION

After assessing Booktopia's supply chain and future growth objectives, Sealed Air introduced an I-Pack® automated void reduction system and inflatable Bubble Wrap® solution that solved the speed and efficiency challenges of its previously manual process.

Designed for fulfillment operations where the goal is to minimize operating costs while optimizing productivity, I-Pack® fully integrates with and enhances packaging lines to get product out the door faster and more efficiently.

Combining the right-sized cartoning capability of I-Pack with Sealed Air's inflatable bubble technology offered the brand greater damage protection during transit.

I-pack reduces the number of touches required in the pack process, enabling Booktopia to reduce labor costs in its operation by nearly \$1 million annually.

By eliminating the previous tape sealing, void fill and manual carton packing process, Booktopia reduced its packing time by 17 seconds per pack. *With 4 million packages shipped per day, this represents a significant increase in fulfillment speed for the growing global brand.*



RESULTS

- \$1 Million in Labor Cost Savings
- Reduced Pack Time by 17 Seconds Per Pack
- Significant Increase in Fulfillment Speed

The collaborative approach between Booktopia and Sealed Air resulted in a successful implementation of the I-Pack system and Booktopia continues to work with Sealed Air to introduce innovative solutions and improve operational processes in its business.