packaging
by Quadient

FULFILLING THE NEW NORMAL

What social distancing means for ecommerce operations and how automated packaging can help.

Online retailers will need to find ways of working in the new normal to support what is likely to be an increasingly vital direct channel. But how will fulfillment operations cope with the need for social distancing?

The immediate impact of the COVID-19 crisis has been coping with lockdown conditions. With non-essential businesses closing their doors, those with efficient multichannel operations have been able to change their focus to direct online operations.

In addition to becoming essential to business continuity, the direct online channel has become a critical supply line for most households. Those on lockdown are seeking not only groceries online but also a vast range of items such as fitness equipment, cooking utensils, home office equipment, everyday essentials, health and beauty aids, and pet products.

18.1% ↓
of in-store retail sales fell due to COVID-19 shelter in place orders in the UK.

21% ↑
of retailers in the United States are expecting an inrease in ecommerce sales due to the impacts of COVID-19.

PROTECT YOUR BUSINESS'S NUMBER ONE ASSET - YOUR EMPLOYEES

While nobody can predict what scenario will unfold over the coming months, it seems that in the post-lockdown world, until we reach a time when a COVID-19 vaccination is available, we will all be living under a stringent public health regime. Any number of restrictions to normal life and the way we shop, work and live will continue to include social distancing.

There are suggestions that life patterns may already have changed irrevocably and even in a post-vaccine world, consumers who have become familiar and comfortable with the convenience of working from home may wish to stay there. Many have also discovered they can shop online direct from producers, such as breweries, bypassing more familiar retailers.

This all points to a likelihood that the direct online channel is likely to become much more important. Going forward, companies will need to adapt to dynamic changes in demand. Returning to the golden rule 'success through efficiency' will lead companies towards solutions that can help meet the demands of increasing volumes productively.

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Due to the COVID-19 pandemic and the brick and mortar store closures it caused, our customers have already experienced some peak shipping season sales this year**.**

Jo Bradley
Business Development Executive
Packaging by Quadient

How will social distancing be achieved under such circumstances, especially when warehouse space is expensive and may not necessarily be available?

THE NEW FULFILLMENT NORMALS

Companies fulfilling orders will need to prioritize the health of their staff, limiting person-to-person contact among other measures. Warehouse space may well be a significant constraint, as social distancing becomes a required workplace safety measure.

Some retailers have already decided they cannot manage their fulfillment operations with sufficient safety and have had to close their direct channel. Finding ways to reduce human interaction in the fulfillment process will involve some level of automation and an ability to keep staff separated within a warehouse or fulfillment center. This may be easier in some areas of the intralogistics operation than others.

The packaging of online orders for shipping is typically a manual process, often requiring scores of people packing parcels and processing orders at packing benches placed in close proximity to one another.

CAN SAFE DISTANCING BE EASILY ACHIEVED IN THE PACKING AREA?

At peak, the traditional approach taken by most ecommerce businesses is to take on extra staff for that period. However, in the new normal where demand for online deliveries is likely to remain at peak for the foreseeable future, how will businesses cope with finding the necessary numbers of workers needed to meet demand while also finding the extra space required for social distancing?

Fortunately, packaging technology has advanced significantly. Innovative, fully automated packaging systems have been developed to auto-box orders in a fit-to-size box at a high rate of speed.

These state-of-the-art auto-boxing solutions will measure, construct, seal, weigh and label each single- or multi-item order of hard or soft goods in one seamless process. This minimizes labor challenges and shipping costs throughout the fulfillment process.

Stay at least 6 feet / 2 meters between yourself and others, even when you wear a face covering.

The CVP Everest with Dual Induct Station meets the 6 feet / 2 meters distancing requirement.

AUTOMATED PACKAGING FOR INCREASED EFFICIENCY & EMPLOYEE SAFETY

Packaging by Quadient has two reliable high-velocity fit-to-size automated packaging solutions, the CVP Everest and CVP Impack. The CVP Impack packs up to 500 tailor-made parcels per hour requiring only one operator, while the CVP Everest auto-boxes up to 1,100 parcels per hour and uses two operators.

These solutions eliminate the need for a large labor force, numerous packing benches and all the extra space required for social distancing. The CVP also offers the flexibility to cope with unexpected peaks and allows for a fully scalable solution. Most importantly, online retailers can free-up staff for other tasks.

Coronavirus has radically changed the way consumers live their lives, and businesses will have to adapt quickly to the unexpected demands of the 'new normal.' Online orders are set to rise, and in response, the fulfillment operation and packing area of every business will need to ramp up performance while adjusting to strict guidelines around social distancing.

Fortunately, space constraints, social distancing and labor issues are no longer a barrier to progress with the CVP Impack and CVP Everest Automated Packaging Solutions. Transform your packaging process today and keep pace with the new fulfillment normal.

The CVP Automated Packaging Solutions optimizes all steps of package fulfillment by auto-boxing variable dimension, single- or multi-item orders.

Meets **Social Distancing** Guidelines

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