

# Small package, Big impact

30% less transport volume and  
47% less CO<sub>2</sub> emissions because  
of smaller packaging by Vodafone



Packing smaller is more efficient, cheaper and your customers will also be pleased. Another benefit is that deliverers can take more parcels with them in roll containers and delivery vans. As logistics manager, Robert Brizar leads the team that sends the mobile hardware to consumers and shops. He explains how packing smaller benefits Vodafone.

## Safe, cheap and efficient packaging

PostNL delivers around 725,000 parcels per year for Vodafone. With those kinds of volumes, the packaging must be perfectly in order. Robert explains, 'The quality of the packaging is particularly important. The product has to survive the trip to the customer or shop, and safely of course. We send valuable mobile phones. You can go all out with a safe box, but it has to be manageable for the warehouse too. A kind of origami box is not going to work! Efficiency is therefore a third key point. But costs are also important.'

## The gamechanger: the unboxing moment

Our marketing team came into the picture during the search for the ideal packaging. The so-called unboxing moment became the new premise. Robert continues, 'The unboxing moment was a real gamechanger for us. Our marketing team said that customers spend so much money on a mobile phone and then it arrives in such a standard box! That's not really a magical moment. We were really looking to give customers that wow factor. From then, it was no longer about the packaging but about the unboxing moment. Then you start looking at packaging in a different way.'

## Efficient packaging was the logical consequence

From surveys, it appears that consumers get irritated by overly large packaging with plastic filling material. So with the unboxing moment in mind, the packaging had to be smaller and without plastic. Robert says, 'Making the packaging more efficient was a logical consequence. Step by step, we found the balance between branding, packing smaller. We went back to brown cardboard, due to its natural appearance. And our boxes no longer contain any plastic filling material. We fold the edge of the box inside so you can secure the contents\*. There is still room for accessories too, for example an adapter just about fits but it's not much bigger than that.'

**“Customers spend so much money on a mobile phone and then it arrives in such a standard box! From then, it was no longer about the packaging but about the unboxing moment.”**

Robert Brizar, Logistics Manager at Vodafone



**“Securing is attaching the product in the parcel so that the contents cannot shift during shipment.”**

Robert Brizar, Logistics Manager at Vodafone

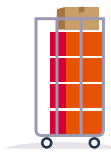


## And what do customers think?

Ultimately, Vodafone's new packaging is smaller, more efficient, safer, prettier, distinctive and cheaper. How do customers experience the unboxing moment now? Robert says, 'We have received positive feedback from our customers. And our own staff in the shops was just as enthusiastic about less packaging material!

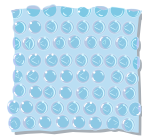
All in all, it is innovative packaging that also provides savings. And a great benefit is that we can put many more boxes in a roll container and PostNL can fit more in the delivery vans.'

## This is how packing smaller benefits Vodafone:



**400**

reduction of filling material



**80%**

cost reduction per year



**€ 40.000**

less volume in transport



**30%**

less volume in transport



**0**

no more plastic air bags



**47%**

less CO<sub>2</sub> emissions



### Vodafone

Vodafone is a Dutch company that supplies landline phones, mobile phones and integrated communication and entertainment services to consumers and companies. It is a joint venture of Liberty Global, the largest international TV and broadband internet company, and Vodafone Group, one of the world's largest telecommunication companies.

## Packaging that works out well

Like Vodafone, are you looking for packaging that packs well? With different types of boxes, letterbox packages and fashion packs, we always have a suitable packaging for you! Having trouble choosing? We're happy to help. Send an email to [verpakkingen@postnl.nl](mailto:verpakkingen@postnl.nl). View all packaging [shop.postnl.nl/webshop/verpakkingen](https://shop.postnl.nl/webshop/verpakkingen)