

PAPTIC's CONSUMER STUDY ON E-COMMERCE MAILERS



# THE VALUE OF THE PAPTIC® MAILER TO CONSUMERS

## CONSUMERS VALUE BRAND'S SUSTAINABLE PACKAGING MATERIAL CHOICES IN E-COMMERCE

Over the last few years, e-commerce has become a key part of the global retail framework. An e-commerce mailer is the first physical touching point for a consumer with the brand and the product. It protects the item inside and markets the brand.

Consumers' awareness on the environmental challenges, i.e. global warming and plastic accumulation, is increasing, and they expect the packaging to be as environmentally friendly as possible. It means using renewable and recyclable packages that enables a sustainable logistics chain from the logistic hub to the consumer.

At Paptic, we have developed versatile packaging materials responding to this challenge. Our materials are made of renewable raw materials, are reusable and easy to recycle with packaging papers and cardboard.

Sense n Insight conducted a qualitative study "The value of the Paptic® mailer to consumers" for us to understand if the Paptic® mailer enhanced the consumer experience and what are the properties consumers' appreciate. The share of returned goods is extremely important both business-wise and even more importantly what comes to sustainability. This topic was approached in the study by studying the experienced value of the product, and if the e-com mailer it was delivered in on had an effect on how valuable the product is.



### According to our research

- In e-commerce packaging, the quality of material used, including both its functionality and appearance, contribute to the perceived value of the product and brand.
- Consumers pay attention to the e-commerce packaging solutions and are willing to make responsible choices. They expect more sustainable choices from brands.
- Consumers value renewable packaging material choices in packaging and Paptic®'s unique attributes: moisture proofness, softness, durability and reusability are appreciated.

At Paptic, we are committed to continue the development of our materials to be even more ecological, versatile and value adding in the future. If you want to learn more about our materials, customer cases or our development work, check out our social media channels and [www.paptic.com](http://www.paptic.com).

Best regards,

Esa Torniaainen  
Co – Founder and CBDO,  
Paptic Ltd



[www.paptic.com](http://www.paptic.com)



## HOW THE STUDY WAS CONDUCTED?

The aim of the study was to measure the value of the Paptic® mailer to consumers. The qualitative research by Sense n Insight was conducted in April 2021. The data was collected through usability testing and group interviews.

There were altogether 17 participants, all women of an average age of 21 years, ranging from 19 to 29 years.



Each of the 17 participants received three shirts mailed to the local post office in three types of unbranded mailer bags (plastic, kraft paper and Paptic®). Once the mailers were opened, each of them was pre-evaluated online for a variety of attributes. Next in the group interviews the pre-evaluated materials were first discussed, after which branded samples of kraft paper and Paptic® mailers were evaluated and analysed in more detail.

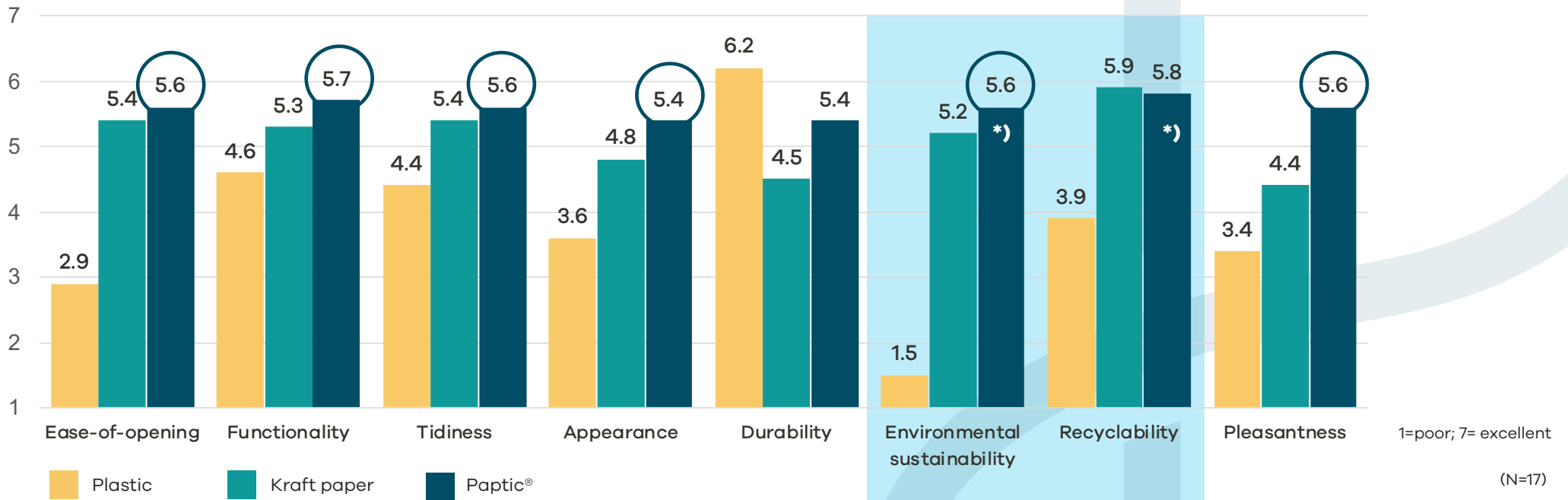
## GENERAL ATTITUDES TO E-COMMERCE PACKAGING

Good e-commerce packaging was characterized as paper-based, easy-to-open, reusable and recyclable, while poor e-commerce packaging was characterized as plastic-based, excessive, difficult-to-open and easy-to-break.

The participants had reduced the use of plastic during the previous year, and they thought that brands & companies should pay more attention to the sustainability attributes of packaging.

## PAPTIC® IS A MATERIAL WITH NUMEROUS STRENGTHS TO SUPPORT THE POSITIVE BRAND EXPERIENCE.

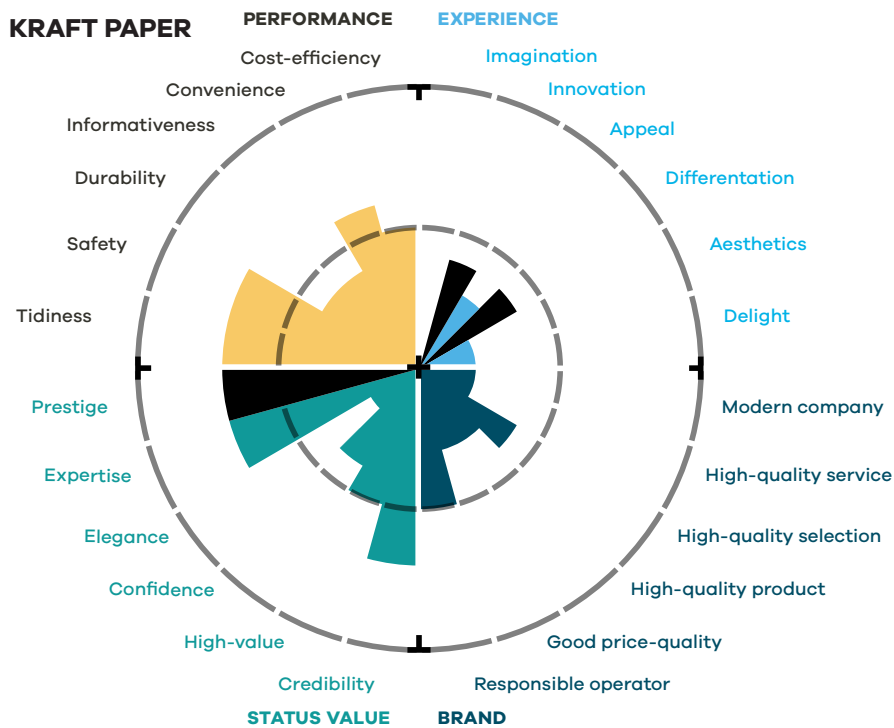
The respondents perceived that Paptic® mailer is easy to open, functional, tidy, pleasant, environmentally sustainable and they liked its appearance.



**\*) Environmental sustainability and Recyclability:**

Paptic® was considered to be as sustainable material as kraft paper.

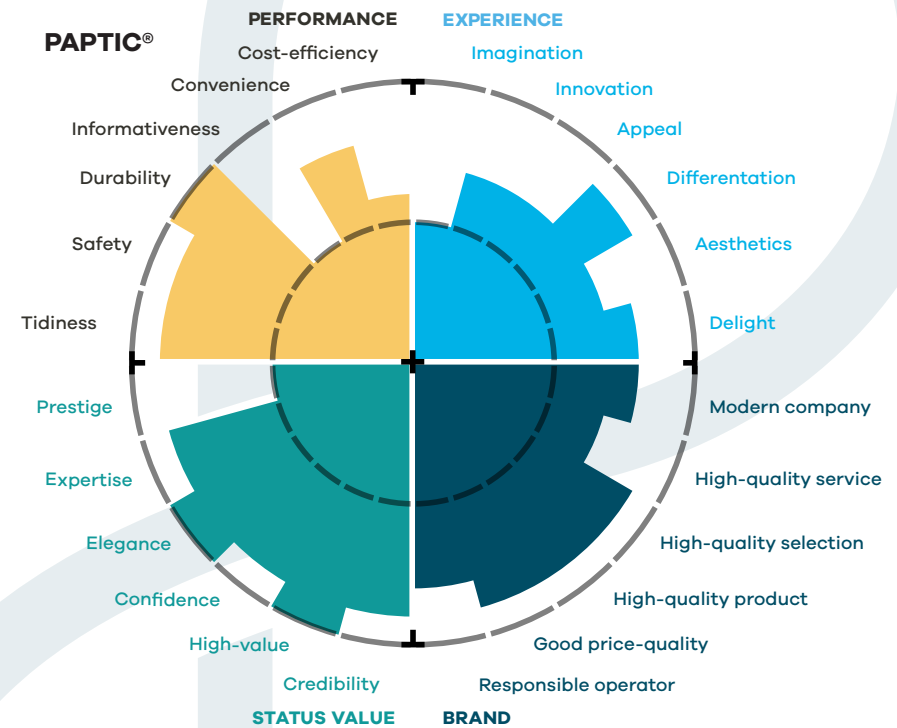
CONSUMERS SEE KRAFT PAPER AS A STANDARD PACKAGING SOLUTION FOR STANDARD PRODUCTS WHEREAS THEY SEE PAPTIC® MATERIAL AS AN AESTHETIC AND DURABLE PACKAGING MATERIAL THAT CREATES A BRAND IMAGE OF A MODERN AND RESPONSIBLE COMPANY.



PACKAGE ATTRIBUTE PROFILES

- Performance
- Status value
- Experience
- Brand
- Negative \*

\* With kraft paper the lack of innovativeness, differentiation and prestige was seen as a negative attribute.



In comparison to kraft paper Paptic® is seen to be a durable, safe, and convenient material. In addition to those, it is described to be elegant, high-value, and credible. It also helps the brand to differentiate from competition and creates an image of a modern and innovative company.





It (Paptic®) felt really high-quality, and it makes also the content seem much higher quality. In my opinion, it was very stylish in appearance and felt pleasant in the hand.

–Woman, 29

It (Paptic®) brings to mind a new, modern brand with a higher quality service and selection and way of operating.

–Woman, 19

Paptic® opened even more nicely and it feels like it could be re-used even better.

–Woman, 19



There's a higher quality feel and gives a feeling that the company has considered the packaging in which they want to send its product, to make it easy for the buyer. The company will also gain a good image with its packaging.

–Woman, 25

## PAPTIC® WAS PERCEIVED AS ECOLOGICAL, BUT MORE INFORMATION ON THE MATERIAL ATTRIBUTES AND SUSTAINABILITY IS NEEDED.

**Paptic® is a new acquaintance, and the participants were not aware of its responsibility attributes.**



It seemed like it could be recycled with corrugated board, paper and cardboard. As it was so easy to open and use, you might as well reclose it if you wanted to use it again. It seemed to be versatile in that it could be recycled or reused. –Woman, 19

It occurred to me that it could probably be recycled. Even though I didn't know about Paptic® before, I assumed that it's really environmentally friendly. –Woman, 18

Although I did not know what it is, I got the feeling that it is modern. Usually if a product is modern, it is also more environmentally friendly. –Woman, 25

**Paptic® combines the best properties of plastic and paper, and is seen as protective, easy-to-open and fold, with nice haptic properties.**



It feels like Paptic® packaging might combine the best of plastic and paper packaging, meaning it's durable and not rigid, as plastic, and yet it's still a true ecological alternative and easily recyclable. –Woman, 29

It combines the advantages of plastic and paper in that it is more durable than paper but still environmentally friendly. –Woman, 22

I liked that it was sort of a combination of paper and plastic, and also kind of moldable and not as stumpy as paper, but it still felt durable and was easy to open. –Woman, 22

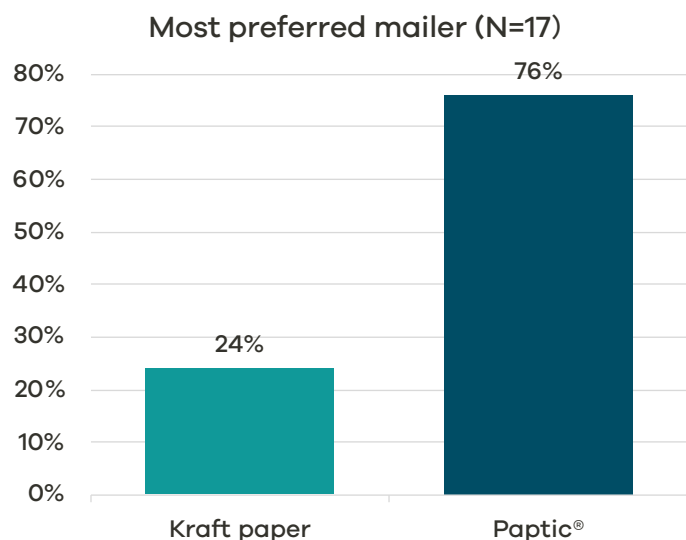
The Paptic® packaging looks really neat and seems really durable and it can be recycled and reused. I still don't have anything negative to say about that packaging. –Woman, 18

Consumers are willing to make responsible choices but they need more information on recyclability and sustainability of Paptic®.

## PAPTIC® MAILERS IS A PREFERRED MATERIAL CHOICE FOR E-COMMERCE IN COMPARISON WITH KRAFT PAPER MAILERS.

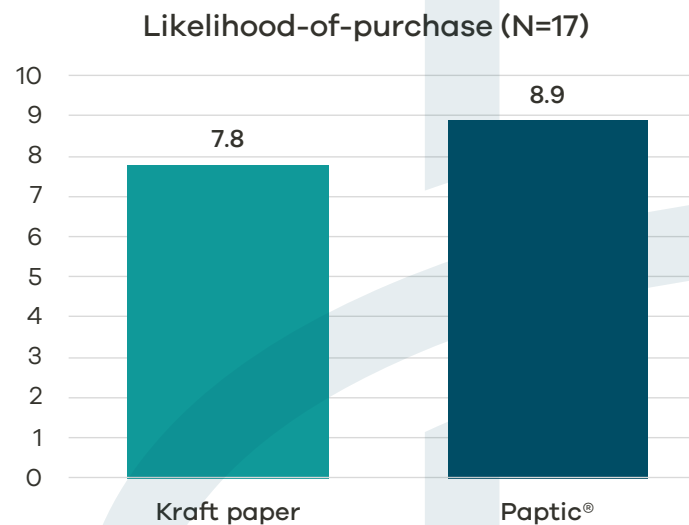
How goods are delivered plays a crucial role on consumer satisfaction and the mailer plays a key role to secure that the product inside stays in a good condition during the delivery. Consumers value environmental friendliness of the material as well as good functionality and durability of the mailer to ease the return of an improper product increases customer satisfaction. Properties like pleasant look and feel of Paptic® material makes the brand stand out from its peers and strengthens innovative and modern brand image. All these features and characteristics have an impact on consumer's perception of the value of a product and their willingness to pay more for the delivered product.

### Paptic® was the most preferred mailer



The participants were asked to state their most preferred mailer between kraft paper and Paptic®. Paptic® was preferred by 76% of the participants, and kraft paper by 24%.

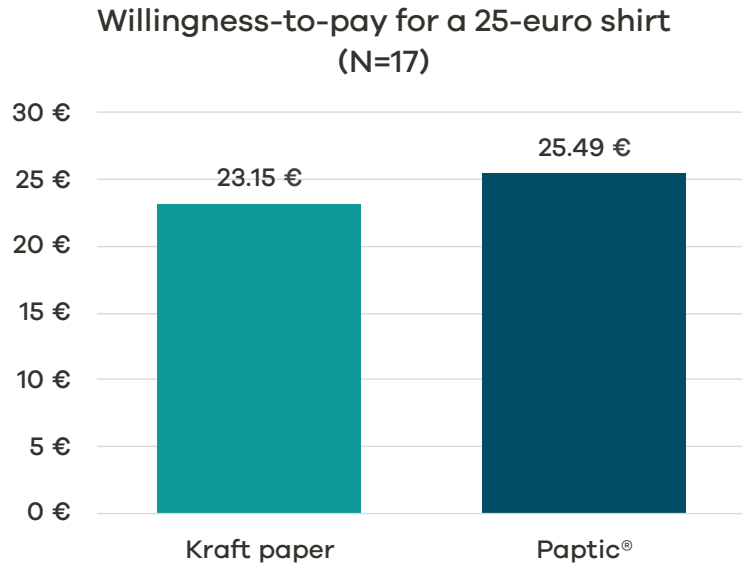
### Paptic® was rated highest for likelihood-of-purchase



The participants were asked to rank the mailers according to the likelihood of ordering the shirt in each mailer (0=would not buy, 10=would certainly buy). Paptic® was most favoured at 8.9, while Kraft paper was rated lower (7.8).



## PAPTIC® INCREASED THE EXPERIENCED VALUE OF THE PRODUCT, WHILE KRAFT PAPER LOWERED IT.



**When the product was delivered in the Paptic® mailer, the participants stated their willingness-to-pay for the product to be above 25 EUR.**

**Paptic® increased the value of the item by 10% compared to kraft paper packaging.**



It (Paptic®) feels better to my fingers and seems like it would block more moisture and rain. That it protects the product. If you'd know it's easy to recycle, then I'd rather take Paptic® than paper and maybe I'd be willing to pay a little more.

—Woman, 20

The participants were asked to state their maximum willingness-to-pay for a 25-euro shirt between kraft paper and Paptic® mailers.

The average for Paptic® was 25.49 euro and 23.15 euro for kraft paper.

Based on the findings, Paptic® increased product value by 2.34 euro compared to kraft paper.

## CONCLUSION

The study results show that Paptic® e-commerce mailers influenced the brand image positively and increased the value of a product. Softness of the material, reusability, and moisture proofness of the packaging, the features that clearly differentiates Paptic® mailers from kraft paper mailers, were appreciated by the participants. Overall, the reactions on Paptic®, a new and unknown material for the participants, were very positive. The consumers expressed interest in getting more information on the sustainability of Paptic® material which was considered to be a more attractive material choice for e-commerce mailers than kraft paper or plastic.

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- Consumers value renewable packaging material choices in packaging and Paptic®'s unique moisture proofness, softness, durability and reusability were appreciated.



### CONTACT INFORMATION

Would you be interested in learning more about the results or discussing running a similar study for your brand? Or would you like to know more about the Paptic® materials, please contact:

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Paptic Ltd was founded in 2015 to address one of the largest global environmental challenges, the plastic waste accumulating in the environment. The main raw material of Paptic® is wood that comes from sustainably managed forests. Renewable and reusable material can be easily recycled with paper packaging or cardboard. Forging a category of its own, Paptic® combines the best features of existing materials, for instance, high print quality like paper, durability like non-wovens and versatility of textiles. The modern packaging materials is leatherlike soft and moisture proof. The industrial production of the material started in 2018 and Paptic® has been delivered to over 40 countries.