

# From E-commerce to In-Store Displays, the Need for Packaging Grows

Since the onset of COVID 19, the economy has been a rollercoaster of ups and downs, with a few loops thrown in for good measure. From drastic shutdowns and widespread job loss at the beginning of the pandemic, to reaching the lowest unemployment rate in 50 years and only a 3% inflation rate, the last few years have seen historic highs and dramatic lows.

Although the economy seems to be stabilizing, the upcoming presidential election leaves many of us wondering, especially in business, “what does the future hold?” This uncertainty affects the packaging industry, as well.

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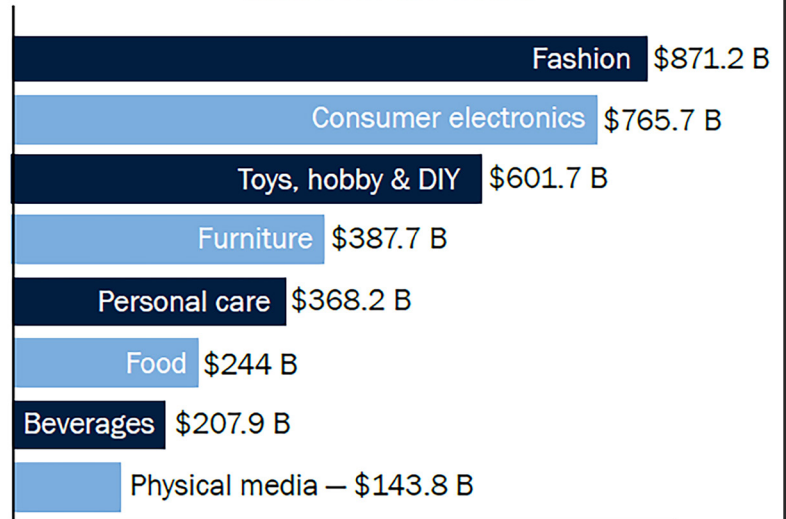


## The Strength of E-commerce

One thing everyone can agree on is that the COVID shutdowns sent the e-commerce industry into hyperdrive as consumers turned to the internet to get their necessary everyday goods. And even though it is back to business as usual for stores and restaurants, the use of ecommerce continues its robust growth. The proof is in the numbers:

- E-commerce sales are expected to grow by 9.8% in 2024.
- The e-commerce market is expected to be worth \$6.9 trillion by year end and surpass \$8 trillion globally by 2027.
- Amazon ships an average of 608 million packages a year (about 1.6 million packages a day).
- Approximately 90% of products in the U.S. and U.K. ship in boxes.

The U.S. is the second largest e-commerce market in the world.



With numbers like these, it is evident that the need for corrugated boxes will continue to grow, creating increased opportunities for the packaging industry.

## Corrugated Displays Cutting Through the Clutter

As impressive as the e-commerce numbers are, it is not the only opportunity the packaging industry can capitalize on. With brick-and-mortar stores back in



full swing, companies must fight the clutter to gain customers' attention. One key strategy is through in-store corrugated displays. From end caps to on-shelf displays, companies are doing everything they can to catch customers' eyes:

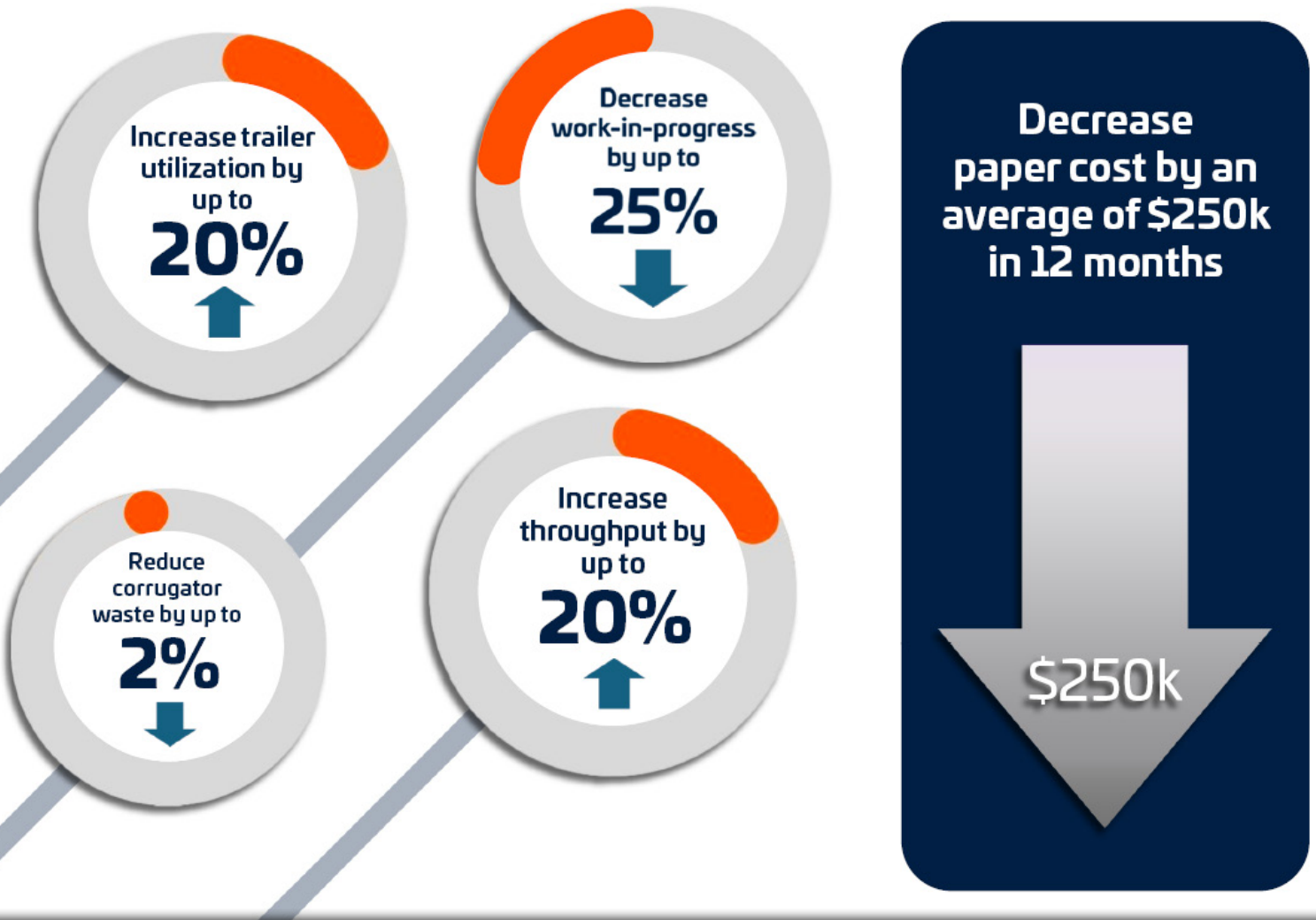
- 70% of all supermarket purchases are influenced by POP advertising or displays.
- 96% of supermarket shoppers make at least one purchase that is affected by POP material.
- In-store sales have increased as much as 65% when POP/POS materials are used.
- Well-designed displays can boost sales by up to an astounding 540%.

So even if you don't mass produce boxes for shipping, there are plenty of opportunities in the packaging industry, if you can win them.

# Beating the Competition

Even with the myriad opportunities in the packaging industry – winning customers remains a challenge. Poor quality, late deliveries, downtime, and bottle necks can affect your relationship with existing customers, as well as deter potential new customers.

A fully integrated ERP and MES solution can help you overcome operational challenges, improve productivity, increase visibility, and beat the competition. With more than 15K machines already connected using Kiwiplan software, here are just a few of the benefits customers have reported:



# Discover the Benefits of Kiwiplan for Yourself

Designed specifically for packaging manufacturers, Kiwiplan has been empowering companies with industry-leading capabilities that help:

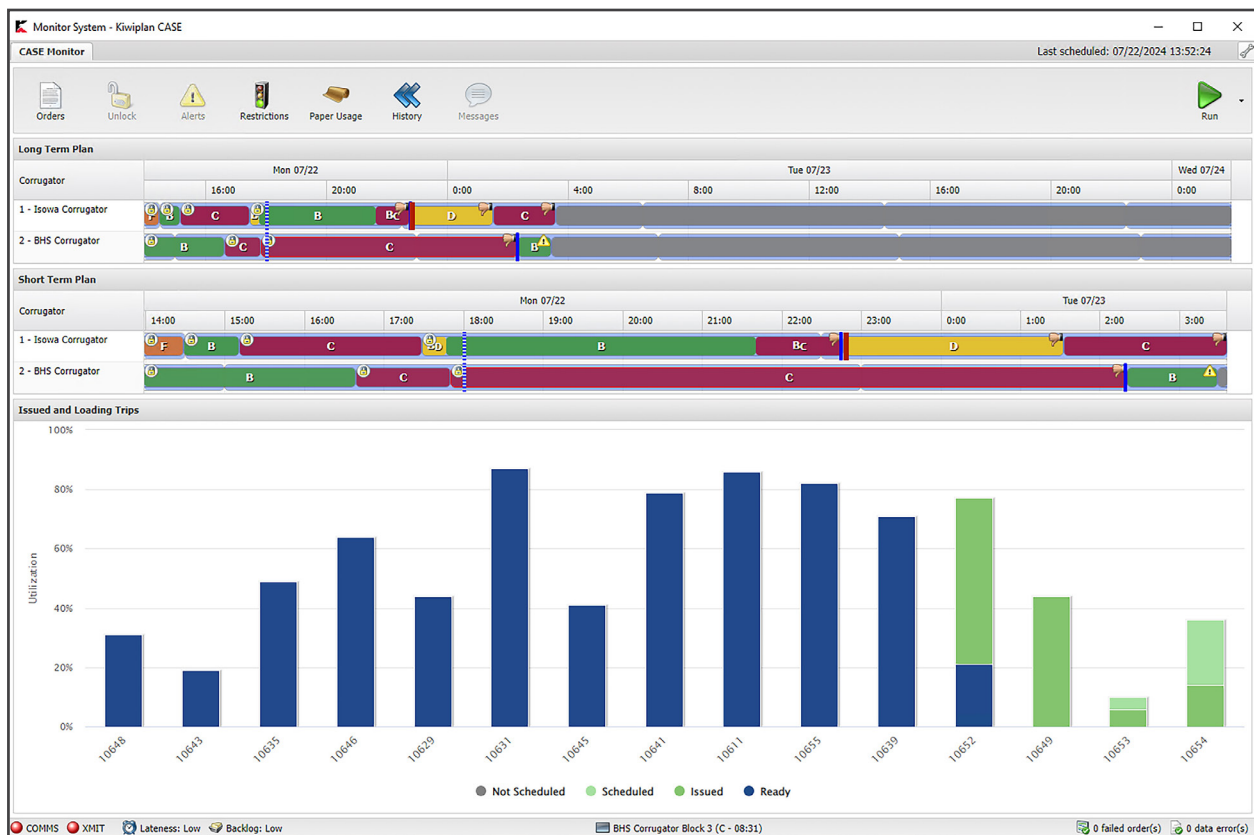
- Maximize throughput and daily square footage with enhanced visibility and automated tracking and scheduling.
- Minimize delays and increase efficiency by integrating shipping and production planning.
- Save time and minimize errors by keeping your entire factory floor connected and up to date.
- Improve product quality, accuracy, and delivery with advanced automation.

## Box Plant and Sheet Feeders

For more than 40 years, Kiwiplan has been providing solutions for box plants and sheet feeders around the world with more than 500 corrugators using our solutions. As the leading provider of corrugator scheduling software, we are the only solution to provide fully automatic 24/7 scheduling.

With our innovative Continuous Automatic Scheduling Environment (CASE) solution, you can easily minimize bottlenecks and manual CASE entry by automatically updating corrugator schedules based on product changes or delays. Our intuitive CASE solution automatically plans 90 days out every 15 minutes, continuously producing the most cost-effective schedules. It also provides comprehensive reporting for enhanced strategic planning and operational improvements.

Combined with our Roll Stock System and industry-leading Corrugator Scheduling solution, Kiwiplan provides world class automation and visibility for sheet plants and sheet feeders.





## Sheet Plants

Over the past 5 years, Kiwiplan has focused on helping sheet plants overcome their biggest challenges. Our new sheet plant system provides the most accurate data collection tool available on the market.

Kiwiplan’s Machine Data Collection solution gives your operation access to real-time data to reduce downtime, identify opportunities, and drive performance – from setup start time and job finish time, to setup waste and downtime details.

Our Truck Scheduling System (TSS) reduces shipping costs and puts you in the driver’s seat. Whether you ship 2 or more than 30 trucks a day, TSS automates and maximizes the efficiency of your shipping process. Our industry-leading TSS solution automatically plans loads every 15 minutes for all jobs due in the next 90 days – making sure loads are continuously optimized for space. The intuitive system provides proactive alerts as soon as shipping issues are identified, allowing you increase on-time deliveries with real-time data.

The image displays two overlapping screenshots of the Kiwiplan software interface. The top screenshot shows the 'Kiwiplan for Planners - Plant 1' window, which is a machine scheduling tool. It features a grid where machines are listed on the y-axis and time slots (14-03) are on the x-axis. Colored bars represent jobs assigned to specific machines, such as '19743 - Temple' on a 'Taper-Ofuer' machine. A right-hand pane provides detailed specifications for a selected job, including order number, customer, and material details.

The bottom screenshot shows the 'TSS - Kiwiplan Demo' window, a truck scheduling system. It displays a list of trips with columns for Job Number, Customer, Due Date, and Address. A central 'Trip 0' window shows a 3D visualization of a truck's cargo load, with colored blocks representing different job orders. A map on the right side of the interface shows the geographic route of the truck.

### Protective Packaging

What's new with Kiwiplan? We've enabled advanced systems to manage your protective packaging needs, such as wood and foam converting.

Our new Purchasing and Inventory Control System, PIC, displays real-time inventory for any material in the manufacturing process, increasing visibility and streamlining processes across your organization.

- Digitally managing inventory from purchase through allocation.
- Managing inventory across multiple plants and locations.
- Maintaining accurate inventory with stock take and inventory adjustment features.
- Improving accuracy with 3-way reconciliation for sheet purchases (ordered, BOL, received).

Additionally, we've streamlined managing sets, kits, and pack-out projects. You can now view the status of the entire set, including all corrugated and non-corrugated components, on a single screen! This feature also allows you to easily create templates for scalability and share stock components for easier set creation.

**Inventory - Handles**

Code	Description	UoM	Qty on Hand	Qty on Order	Qty Production	Qty Allocated	Qty Free	Comments
BH1234	Blue Plastic Handle	Unit	1,200.00	35,217.00	0.00	0.00	36,417.00	
BH1245	3" Blue Plastic Handle	Unit	1,037,474.00	985,596.00	0.00	0.00	2,023,070....	
BH5678	5" Purple Handles	Unit	35,000.00	1,845.00	0.00	0.00	36,845.00	
GH1234	3" Green Plastic Handle	Unit	63,000.00	160,740.00	0.00	0.00	223,740.00	
GH1235	4" Green Plastic Handle	Unit	456,000.00	550.00	0.00	0.00	456,550.00	
RD123213	Red Handle	Unit	40,000.00	0.00	0.00	0.00	40,000.00	
YH1234	3" Yellow Plastic Handle	Unit	6,234.00	15,408.00	0.00	0.00	21,642.00	
YH1235	4" Yellow Plastic	Unit						

**Customer Information**

Customer: LOVE  
 Description: 35 1/4 x 31 7/8 x 3/4 Pa  
 Manufacturing Set: M92-1  
 Shipping Set: -

**Step Information**

Order	19952	19953	19954	19955	19956	19957	19958	19959	19960	19961	19962	19963	19941	19942	19945	19946	19947	19948	19949	19950	19951
Job	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Due Date	2/24/23, 12:37 PM	8/15/24, 12:37 PM	8/15/24, 12:37 PM	8/15/24, 12:37 PM	8/15/24, 12:37 PM	8/15/24, 12:37 PM	8/15/24, 12:37 PM	8/15/24, 12:37 PM	8/15/24, 12:37 PM	8/15/24, 12:37 PM	8/15/24, 12:37 PM	8/15/24, 12:37 PM	8/15/24, 12:37 PM	8/15/24, 12:37 PM	8/15/24, 12:37 PM	8/15/24, 12:37 PM	8/15/24, 12:37 PM	8/15/24, 12:37 PM	8/15/24, 12:37 PM	8/15/24, 12:37 PM	8/15/24, 12:37 PM
Qty	136	68	68	68	136	136	68	136	136	68	136	136	136	204	68	204	68	136	204	68	136
Step1	Wood Supply 5/3/22, 10:19 AM	Wood Supply 8/15/24, 6:55 AM	Wood Supply 8/15/24, 10:20 AM	Wood Supply 8/15/24, 1:45 PM	Wood Supply 8/16/24, 10:13 AM	Wood Supply 8/16/24, 5:02 PM	Wood Supply 8/15/24, 5:10 PM	Wood Supply 8/19/24, 1:50 AM	Wood Supply 8/19/24, 8:39 AM	Wood Supply 8/15/24, 8:35 PM	Wood Supply 8/19/24, 3:28 PM	Foam Supply 8/13/24, 1:58 PM	Wood Supply 8/14/24, 7:01 AM	Wood Supply 8/14/24, 8:40 PM	Wood Supply 8/20/24, 1:41 AM	Wood Supply 8/15/24, 12:05 AM	Wood Supply 8/16/24, 3:24 AM	Foam Supply 8/13/24, 1:59 PM	Wood Supply 8/15/24, 3:30 AM	Wood Supply 8/15/24, 10:19 AM	
Step2	Band Saw 5/6/22, 8:07 PM	Band Saw 8/15/24, 6:55 AM	Band Saw 8/15/24, 10:20 AM	Band Saw 8/15/24, 1:45 PM	Band Saw 8/16/24, 10:13 AM	Band Saw 8/16/24, 5:02 PM	Band Saw 8/15/24, 5:10 PM	Band Saw 8/19/24, 1:50 AM	Band Saw 8/19/24, 8:39 AM	Band Saw 8/15/24, 8:35 PM	Band Saw 8/19/24, 3:28 PM	Band Saw 8/13/24, 8:48 PM	Band Saw 8/14/24, 7:01 AM	Band Saw 8/14/24, 8:40 PM	Band Saw 8/20/24, 1:41 AM	Band Saw 8/15/24, 12:05 AM	Band Saw 8/16/24, 3:24 AM	Band Saw 8/13/24, 12:13 AM	Band Saw 8/15/24, 3:30 AM	Band Saw 5/6/22, 8:07 PM	
Step3	Join Together 6/12/22, 9:22 PM	Join Together 8/19/24, 3:28 PM	Join Together 8/19/24, 3:28 PM	Join Together 8/19/24, 3:28 PM	Join Together 8/19/24, 3:28 PM	Join Together 8/19/24, 3:28 PM	Join Together 8/19/24, 3:28 PM	Join Together 8/19/24, 3:28 PM	Join Together 8/19/24, 3:28 PM	Join Together 8/19/24, 3:28 PM	Join Together 8/19/24, 3:28 PM	Join Together 8/15/24, 11:36 AM	Join Together 8/5/24, 3:32 PM	Join Together 8/15/24, 11:36 AM	Join Together 8/19/24, 3:28 PM	Join Together 8/19/24, 3:28 PM	Join Together 8/19/24, 3:28 PM	Join Together 8/19/24, 3:28 PM	Join Together 8/15/24, 11:36 AM	Join Together 8/19/24, 3:28 PM	

**BOM Information**

Order Number	Job Number	Description	Step	UOM	Ratio	Qty Required	Qty On Hand	Qty On Order	Qty Prod	Qty Allocated	Qty Free
19952	1	Wooden Plank 2 x 4	1	Wood Supply	Square Inch	1.1	136	0.0	0.0	1.897203794407589E-4	-1.897203794407589E-4
19953	1	Plywood	1	Wood Supply	Square Inch	1.1	68	0.0	0.0	1.1594023188046376E-4	-1.1594023188046376E-4
19954	1	Plywood	1	Wood Supply	Square Inch	1.1	68	0.0	0.0	1.1594023188046376E-4	-1.1594023188046376E-4
19955	1	Plywood	1	Wood Supply	Square Inch	1.1	68	0.0	0.0	1.1594023188046376E-4	-1.1594023188046376E-4
19956	1	Wooden Plank 2 x 4	1	Wood Supply	Square Inch	1.1	136	0.0	0.0	1.897203794407589E-4	-1.897203794407589E-4

# *Kiwiplan*

Learn more about Kiwiplan and  
schedule a demo today.

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