

BUBBLE WRAP® IB EXPRESSIONS

Bubble Wrap® IB Expressions has the ability to deliver brand experience to the consumer's doorstep. This on-demand inflatable cushioning solution is available in vibrant colors and delightful patterns and can even be customized with your brand elements .

Companies leading in customer experience are growing **5x faster.**
Brands that are investing in their consumer's buying journey are gaining traction and creating loyal customers. Two thirds of consumers believe that packaging tells them how much a brand cares.

51% of retailers are looking to optimize their e-commerce experience.

More consumers are choosing to shop online rather than heading into a brick and mortar retail location. With this shift in buying behavior, brands need to invest in their e-commerce shopping experience, including the unboxing experience.

39% of consumers have shared an e-commerce purchase that came in a unique package.

Consumers are eager to share a positive or delightful delivery experience with their social networks. This earned media creates a value to your brand, on average \$2.56 per mention.

63% of gifters would pay more for premium packaging.

When purchasing for others, consumers are looking for something more than a brown box with paper or air pillows. Using colorful or patterned cushioning with Bubble Wrap IB® Expressions allows your consumer to delight the recipient of their carefully chosen gift.

*Sources: Boston Retail Partner's 2016 Annual Survey, Business Insider, 2016 Kantar E-Commerce Study, 2016 Forrester Customer Experience Analysis, Dotcom Distribution Packaging Report 2015

