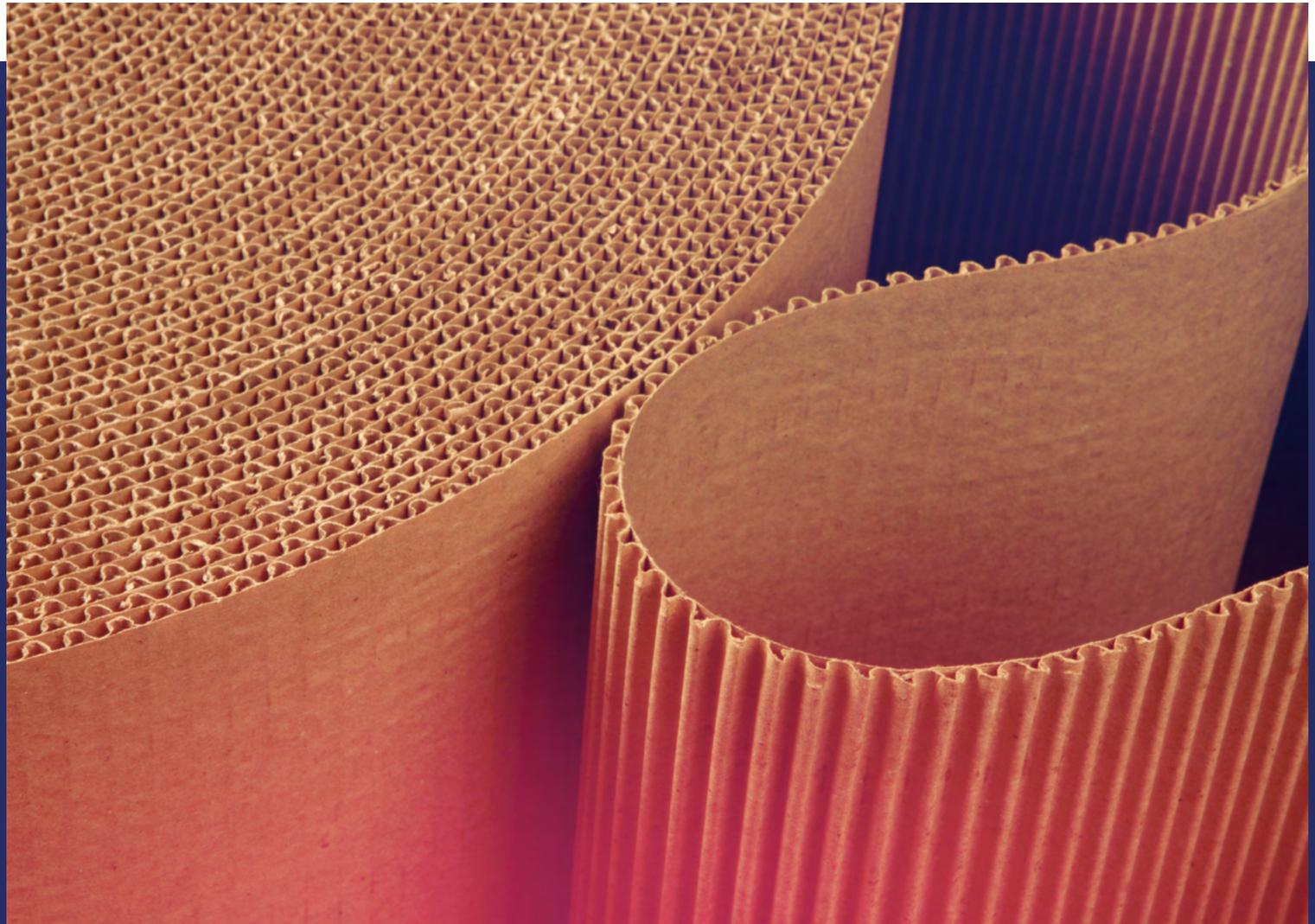


# Ecommerce & the B2B Packaging & Labelling Industries



A Shopcreator Guide to  
Better Business Online



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B2B ecommerce is accelerating. Fast. Online B2B revenues are double those of B2C and show no signs of stopping.

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**By 2020, B2B ecommerce will be worth \$6.7 trillion globally. For those of us in the UK, that's more than £5.3 trillion.**

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B2B customers are increasingly behaving like their B2C counterparts and looking for the same integrated online experience that they demand in their personal lives.

In the B2B packaging and labelling sectors, the rise of ecommerce is one of the biggest trends right now and while businesses operating in this marketplace can learn a lot from B2C, there are some elements that make the industry unique.

# Trends & Challenges in B2B Packaging & Labelling



- Growing e-commerce market has increased demand for corrugated boxes for the shipment of products
- Stronger influence of recycling and environmental issues, increase in PET and glass bottle usage in beverage packaging
- Legacy B2B infrastructures are being consolidated onto one common platform
- Supply chain disruption is being tackled through improved information management and collaboration
- Categories associated with health and wellness are experiencing large growth
- Companies are beginning to implement B2B ecommerce solutions that use real-time data to track inventory, payments and logistics between buyers and sellers



# B2B Packaging & Labelling Industry Fast Facts



If you're thinking about strengthening your current ecommerce presence or have yet to discover the true power of selling online, then 2017 is undoubtedly the time to act.

○ UK packaging manufacturing industry has annual sales of £11 billion and represents 3% of the UK's manufacturing workforce

○ Packaging industry is categorised by the following breakdown of materials:

- Paper: 36%
- Plastic: 34%
- Metal: 17%
- Glass: 10%
- Other: 3%

○ Industry is dominated by food packaging

- Food: 38%
- Beverages: 18%
- Pharmaceuticals: 5%
- Cosmetics: 3%
- Everything else: 36%

○ In contract packaging, many firms generally specialise in a range of services to specific target markets

○ For many years, the market has been seeing growth in the use of rigid plastic materials and flexible materials

○ The UK plastics industry is a global leader and a key economic strength

## Get Ahead & Stay Ahead



— Many businesses now expect to be able to order online, but a study by Mintel shows that less than 22% of B2B companies offer an ecommerce option.

**This represents a great opportunity for you and your business.**

Although you may already have an ecommerce solution it doesn't mean you can rest on your achievements. There's an opportunity for you to improve further and take business from your competitors.

# Sell

## 24/7/365



— An ecommerce store is ready to handle customer enquiries and orders even in the middle of the night or when a large portion of your salesforce is tied up at Interpack or Interplas. It's acting as your ever-ready representative all day, every day of the year.

If implemented and maintained correctly, your ecommerce solution will dramatically boost your sales, reduce costs, tie your existing customers into your product offerings for the long-term and attract new business.

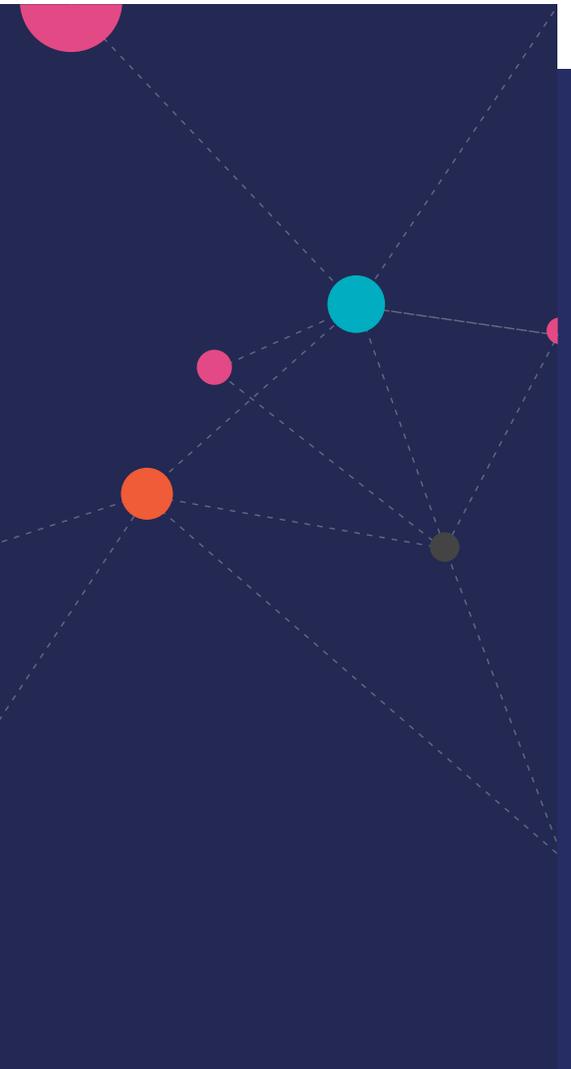
# Ecommerce & Your Salesforce



— Providing a human connection for pre-sales and customer service will always be necessary, even with increasing demand for online ordering.

However, ecommerce has revolutionised the ways your packaging business can gain customers. Depending on which part of the industry you focus on, you'll still need a mobilised sales team, but combining your sales team with an intuitive ecommerce solution has been shown to increase frequency of purchase as well as average order value.

— Here at Shopcreator we've been helping our clients make the most of the ecommerce opportunity since 1998, ensuring they stay ahead of their competitors time and again. We can do the same for you.



# Ready to Transform Your Business & Accelerate Growth?



## Fully-managed ecommerce services

**Not sure what resources you require to implement and run a successful B2B ecommerce site?**

We take the time to understand your business, ensuring your site reflects the needs of your customers. Our goal is to ensure that the ambitions of your business are matched, if not exceeded, by your online presence and we provide you with named technical and service contacts to help support you from day one.



## Design services

**Want a bespoke website, designed to optimise your conversion rates and boost sales?**

We live and breathe beautiful bespoke designs which are crafted to boost your sales. At the start of the project, we meet with your business face to face so that we can understand you and your target audience and how you want your brand to be represented. An initial concept is created based on these discussions and further refined to your specifications by our experts as the site comes to life.



## Bespoke solutions

**Need a complex B2B solution offering prices determined by client, contract or volume?**

We've been integrating with third parties and developing bespoke solutions for 20 years. This includes payment providers, ERP systems, CRMs and custom in-house applications. We understand the challenges that come with bespoke B2B integrations and the importance of performing a detailed requirement analysis up front.



## Outstanding customer support

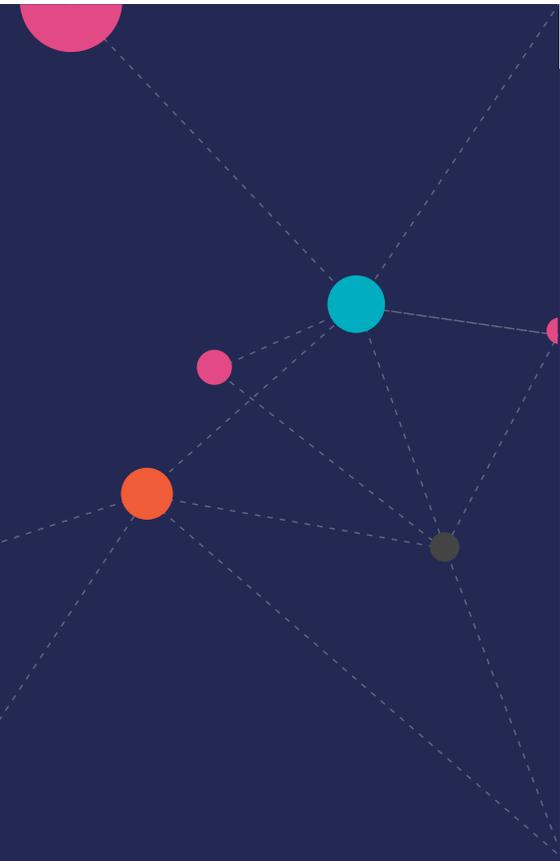
**Looking for UK-based support that understands your business?**

Rest assured that you will always speak to a human, somebody who knows your site and your business.

## Take the Next Step



We understand the business of B2B and can ensure you make the most of the opportunity. If you want to increase your online sales or you're just uncertain what your next few steps should be, then we are here to help.



# Want To Increase Your Online Revenues?



Talk to us

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