

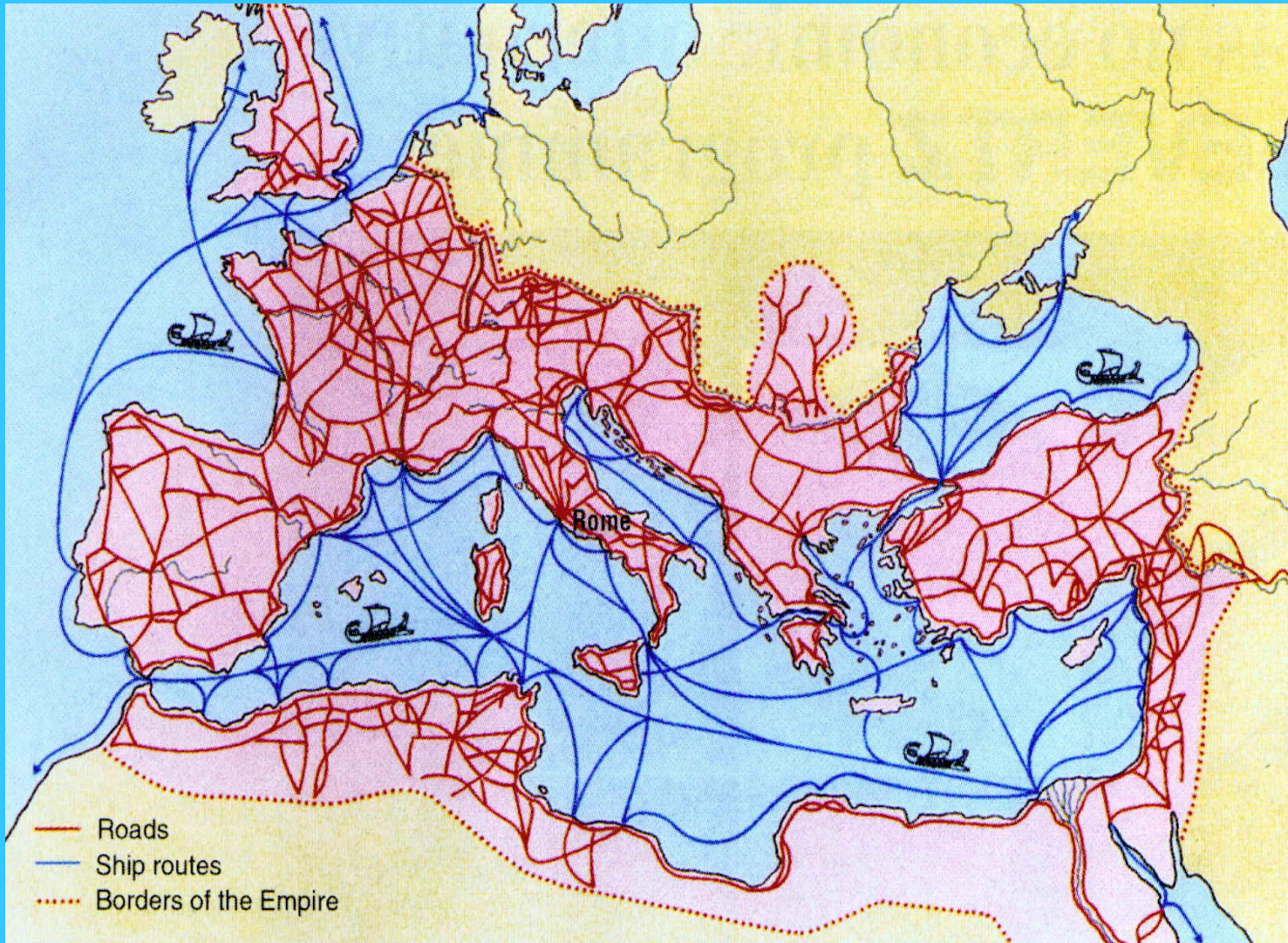
Packaging logístico



2023

Pablo Groglopo

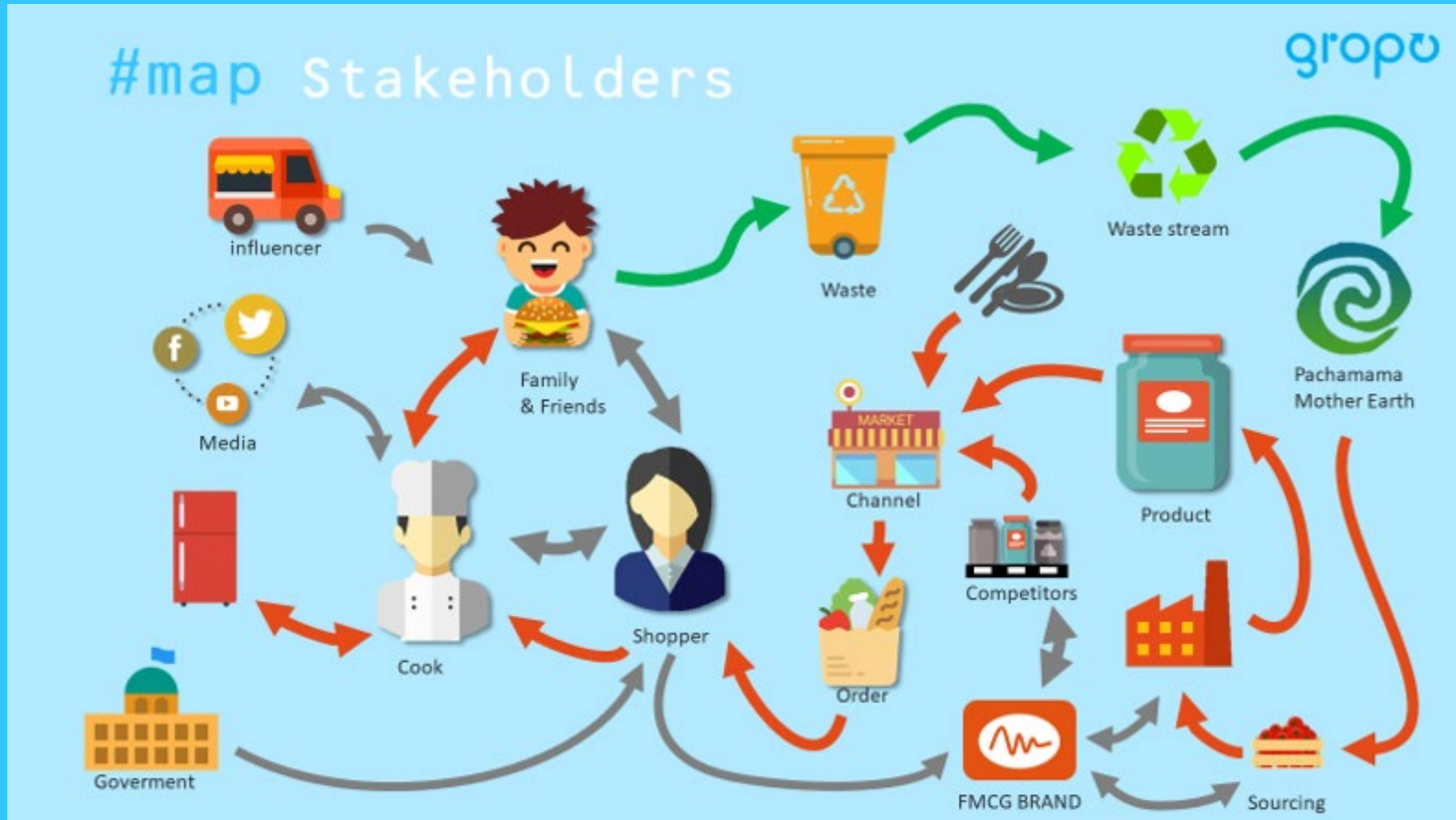
Logística



Disponer de
medios
para ejecutar
tareas
en función de un
objetivo

1. Estrategia
2. Táctica
3. Logística

Actores de la cadena de valor



Canales de Venta





El hegemónico

3 niveles de packaging



EAN



E uropean
A rticle
N umber

SKU



DUN



D istribution
U nit
N umber








Conservas
Enlatados
Aceitunas
9b


Conservas
Papas Pasa-papas
8b


Conservas
Aceite
7b

1.10

3.00

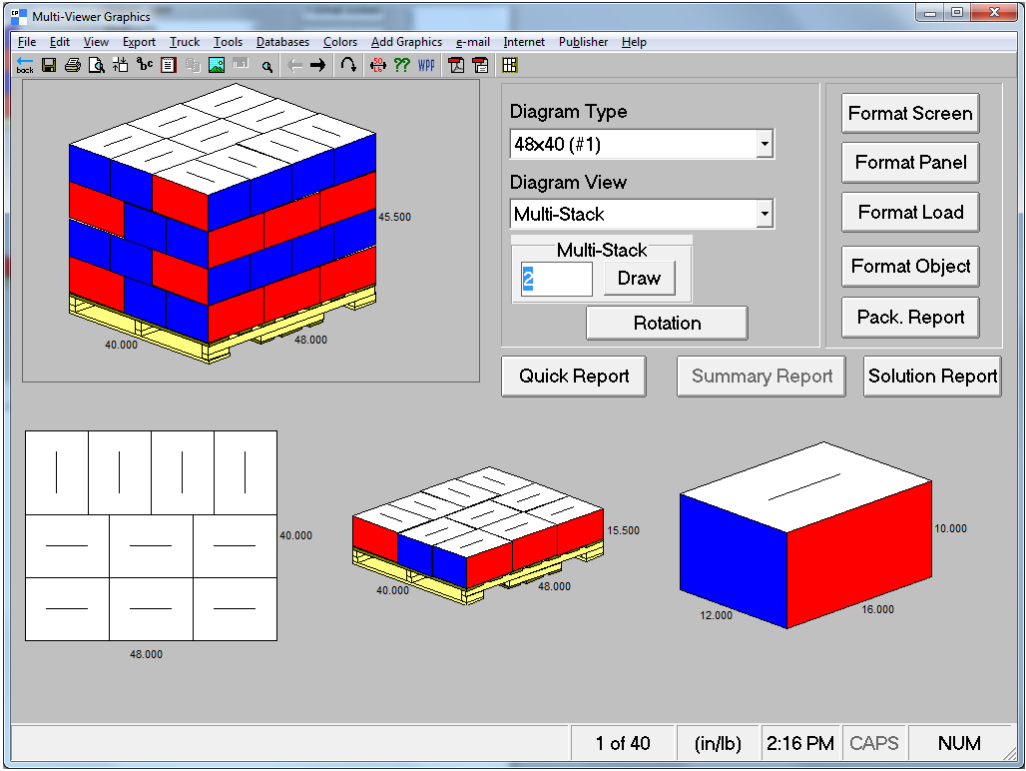
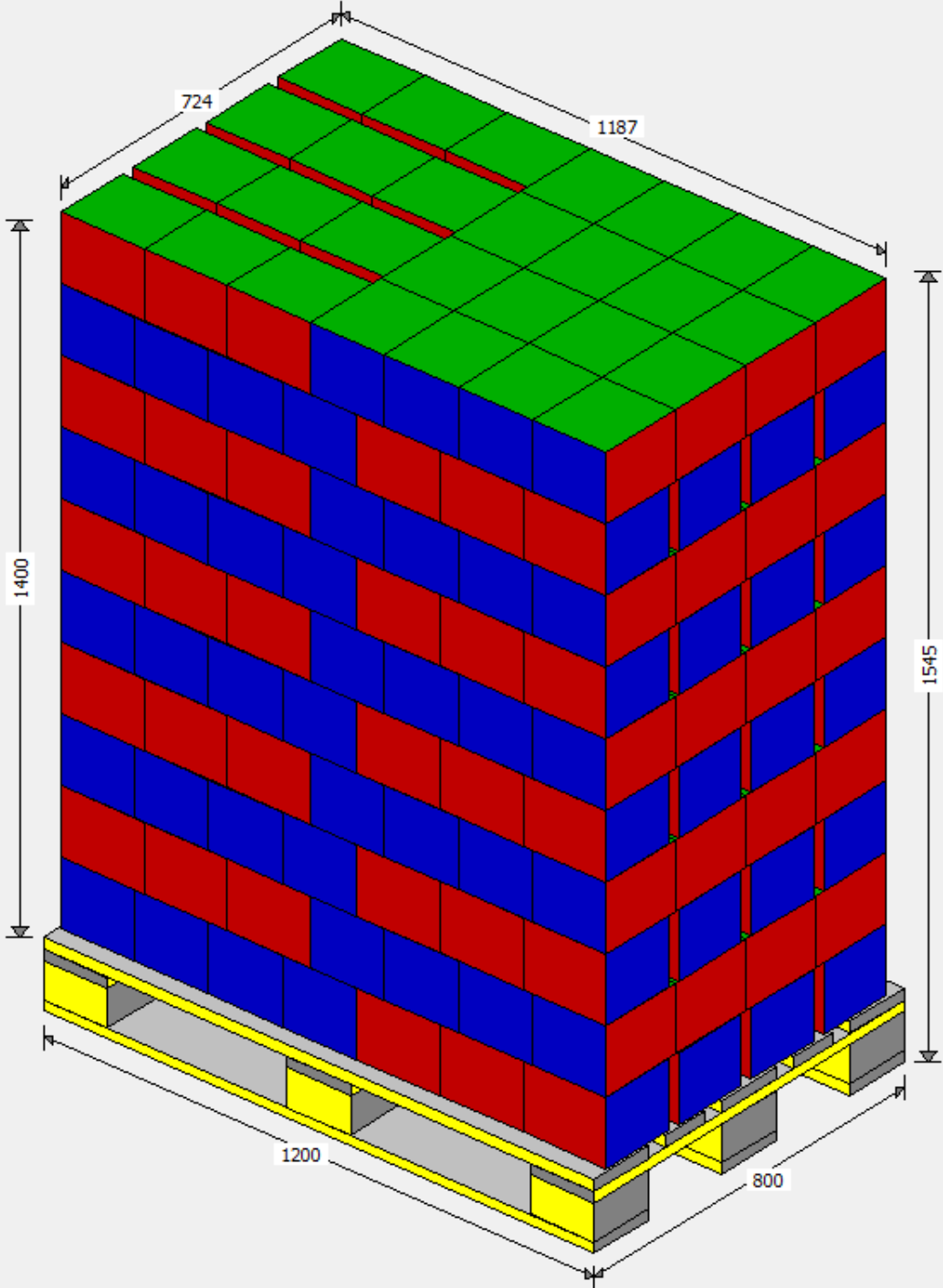






Frutas
Sousa









**How many Euro pallets
are in a full truckload?**













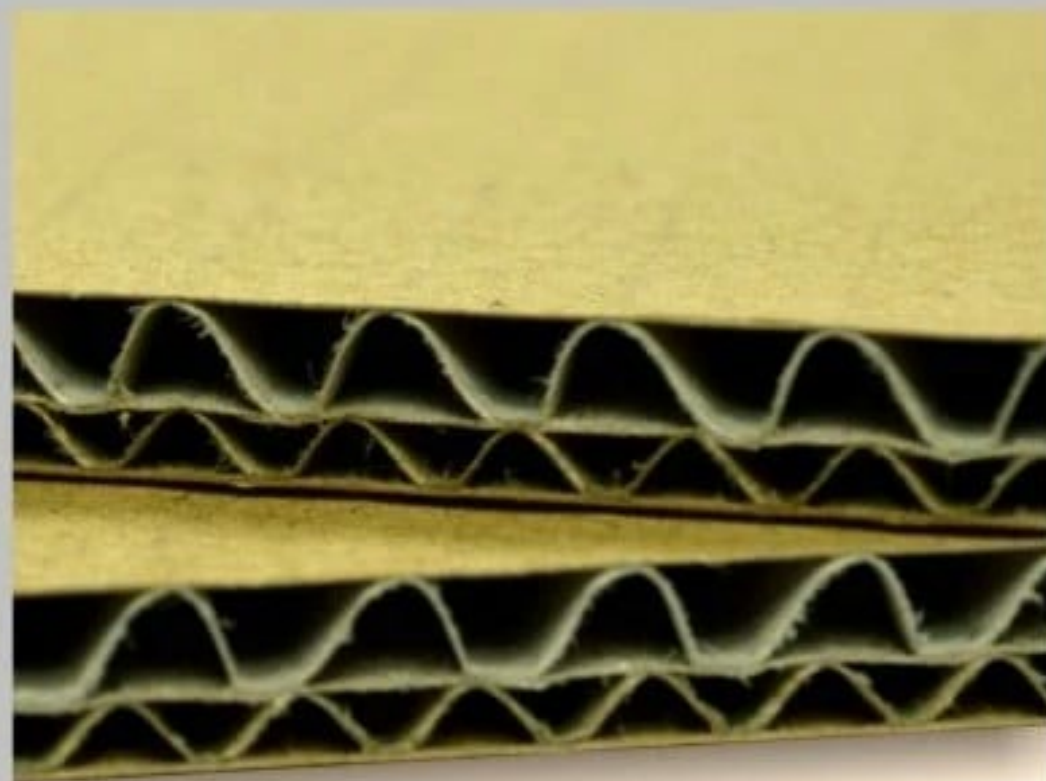






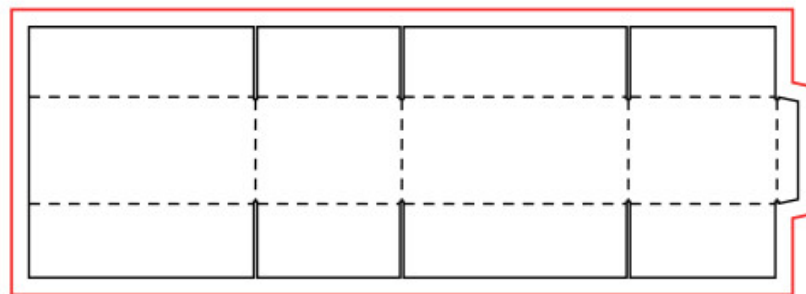
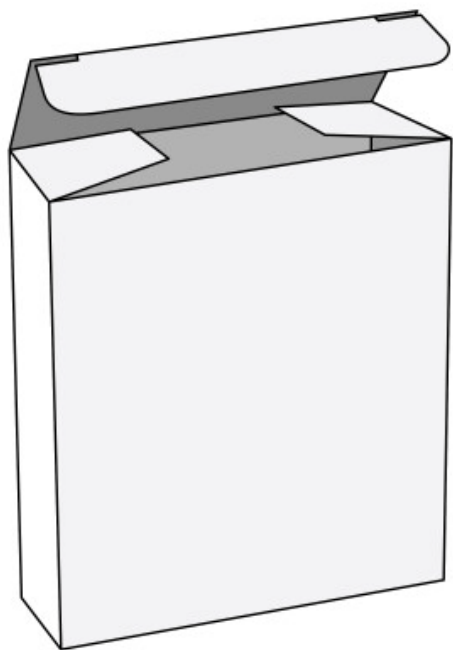
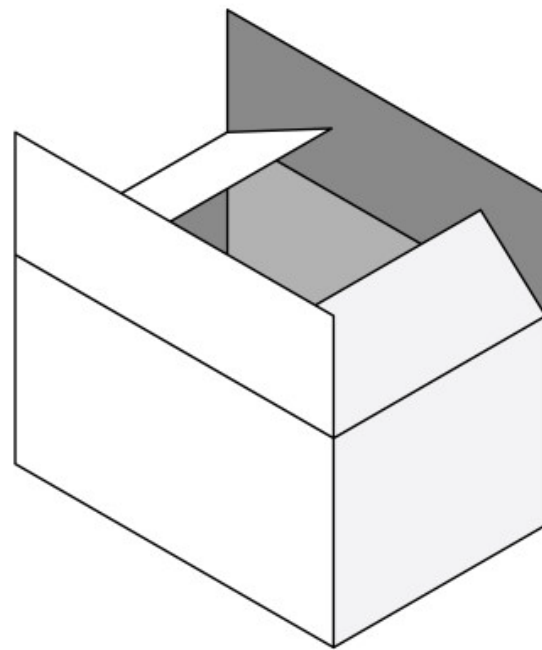
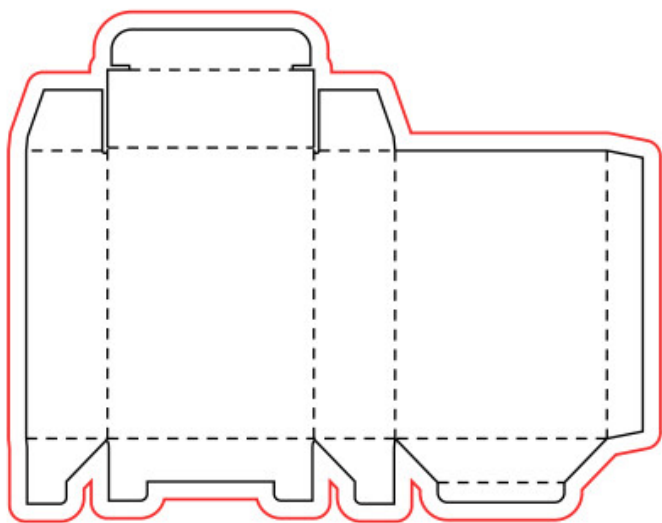


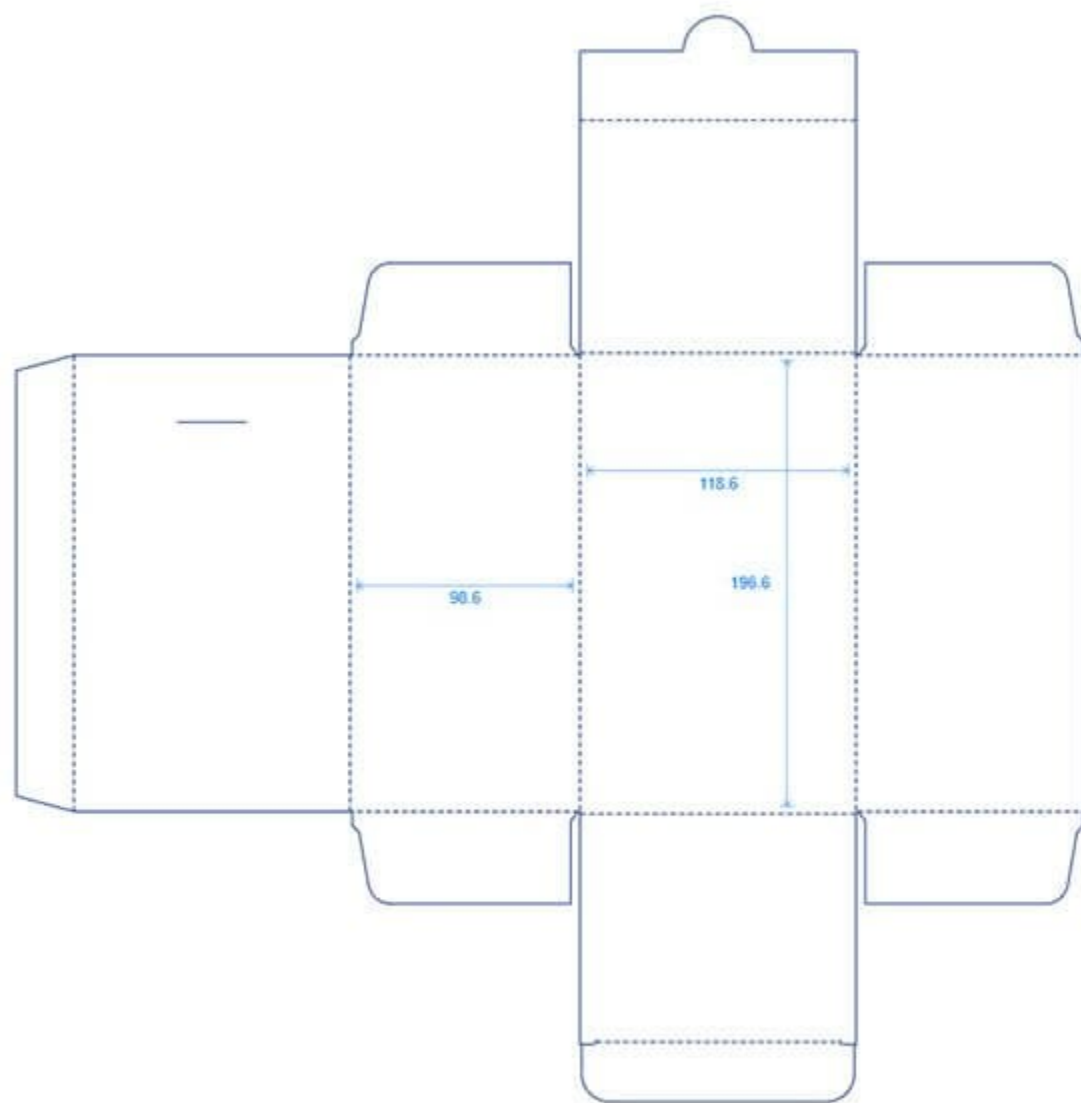
SINGLE WALL



DOUBLE WALL

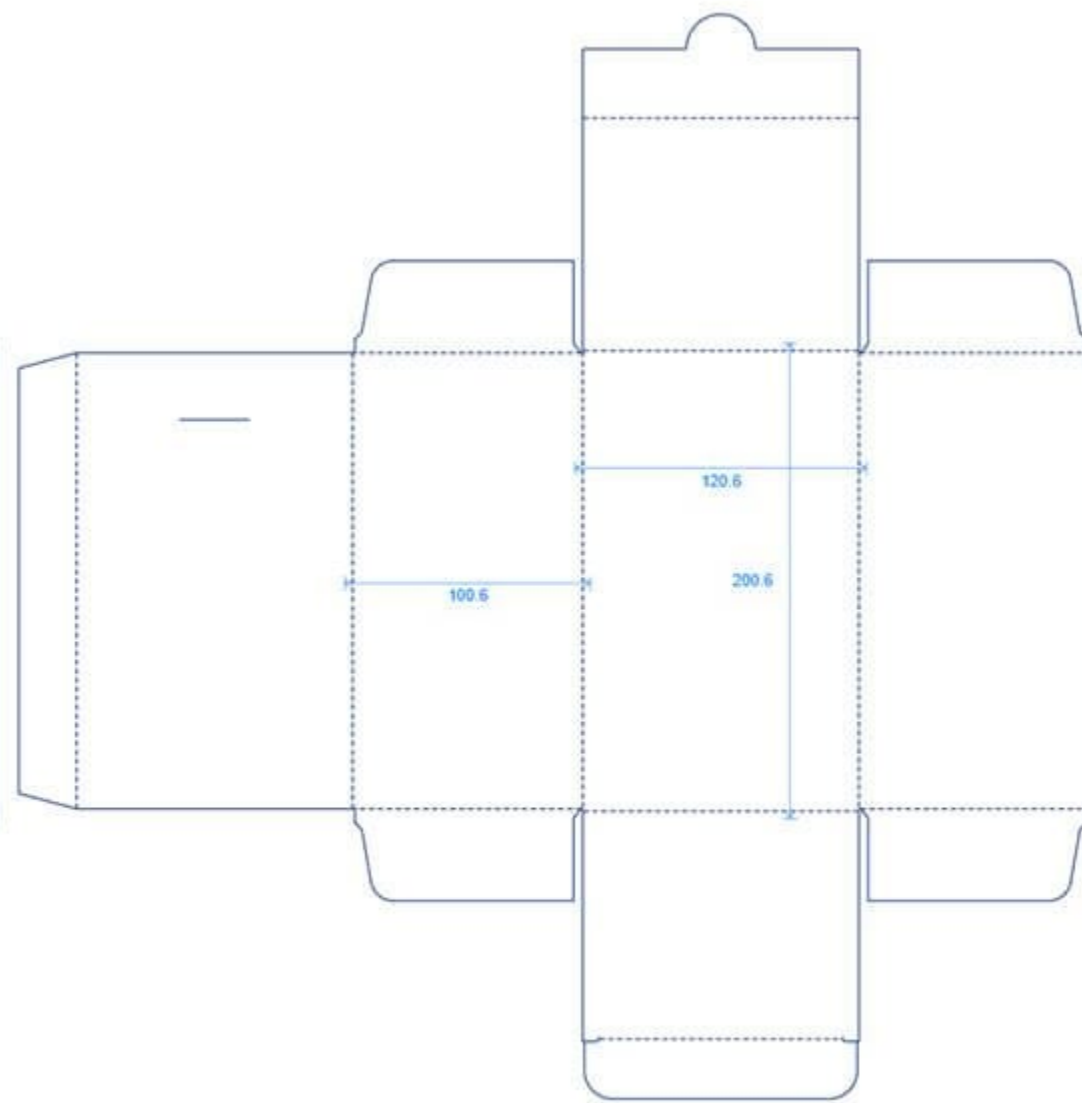






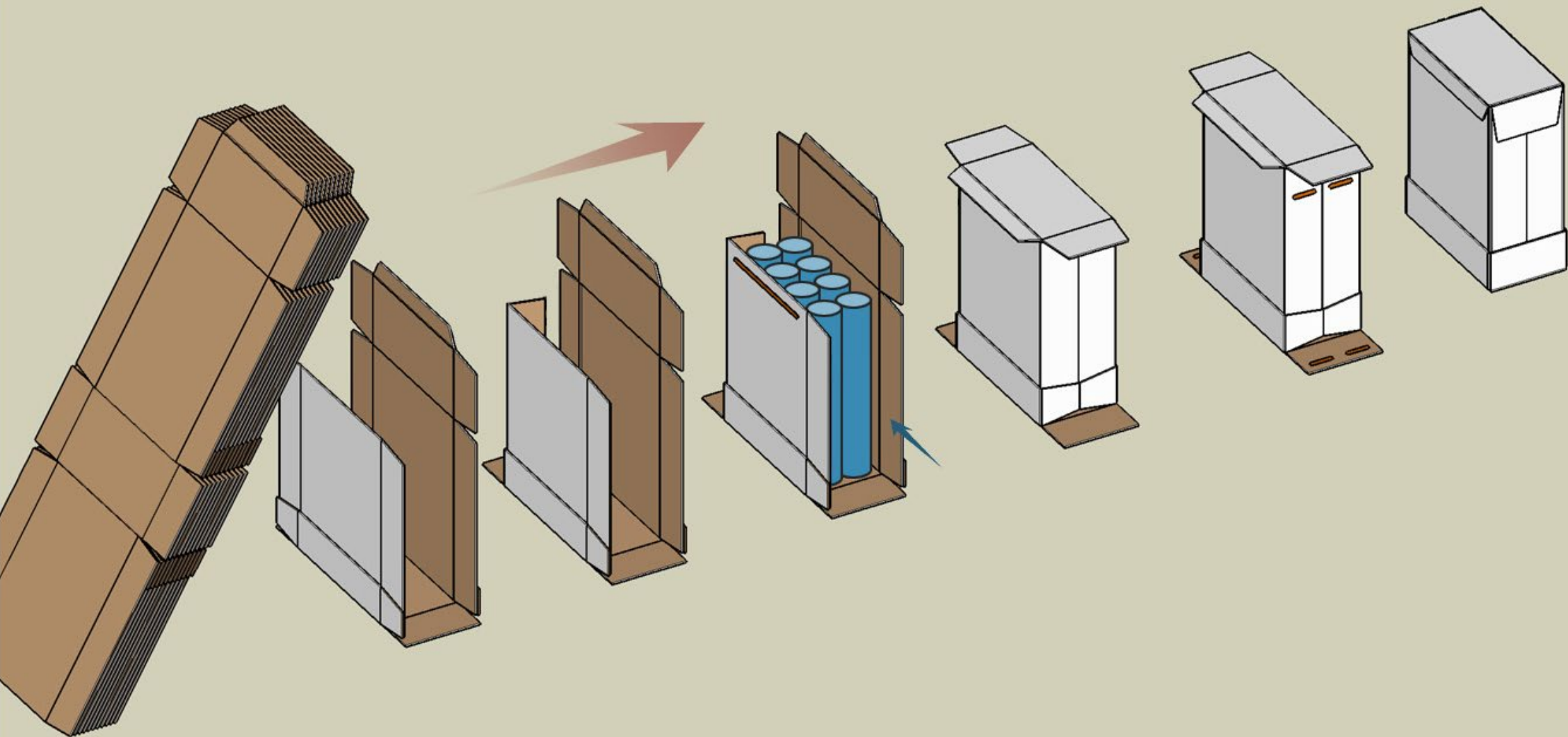
Interior Dimensions

vs



Exterior Dimensions



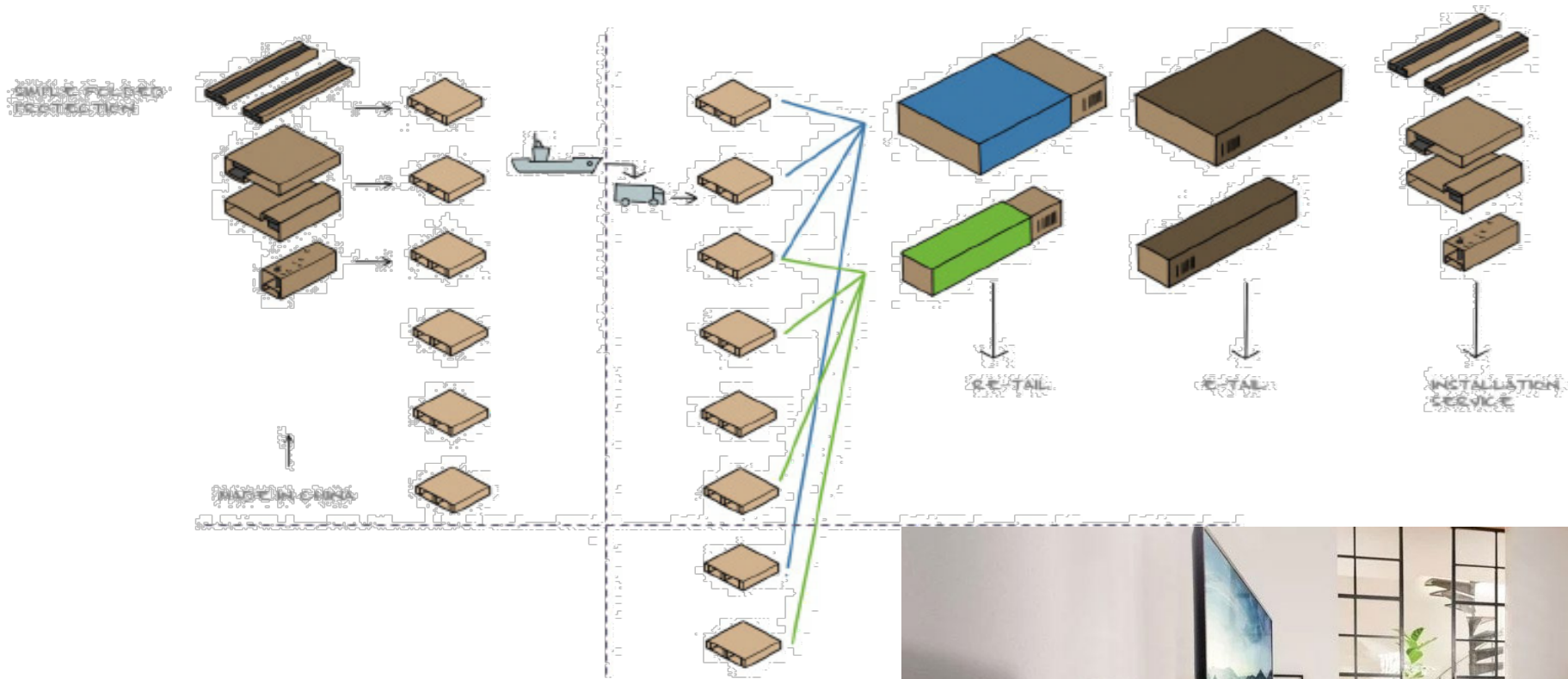








Portfolio harmonizado



Generous Minds: Vogels Secondary packaing portfolio harmonization

e-comm packaging



Pablo Groglopo



... por cuánto tiempo?

e-commerce canales



kompost[®]
CREAMOSCONCIENCIA



tiendamia



MERAKI



E-tailer

Marketplace

Curator

DtC

¿Comprarías online nuevamente si..



a)
...mucho pack?



b)
...llega lento?



c)
...llega roto?



Goeie
keuze!



Goeie
keuze!



HEEL VEEL PLEZIER MET
JE AANKOOP EN TOT SNEL.
belsimpel.nl JEROEN & JEROEN

HEEL VEEL PLEZIER MET
JE AANKOOP EN TOT SNEL.
belsimpel.nl JEROEN & JEROEN

Niet naar achteren vouwen

The 3rd Party Fulfillment Model







AMAZON ROBOTICS









Albert heijn test



OPTIMIZAR LAS ENTREGAS... ????

Personalización



Instapak

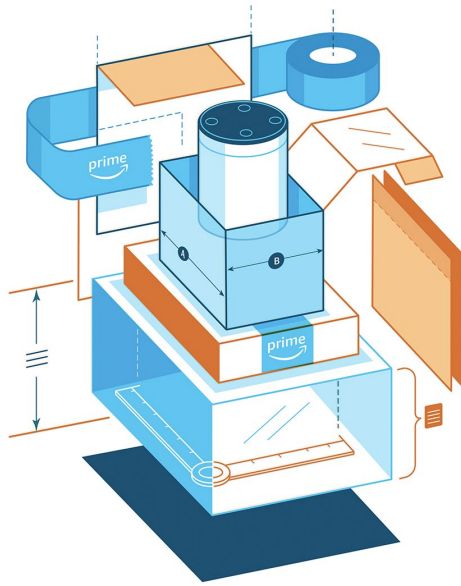






Diseño para los cuellos de botella

amazon.com/thismailer



Before



Lenox retail packaging

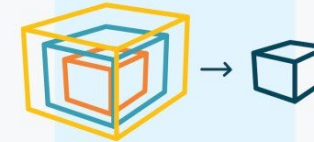
15.3" X 10.5" X 10.8" | 1735.0 in³

Lenox e-com overbox

20.3" X 17.5" X 16.0" | 5684.0 in³

Amazon overbox

26.3" X 21.0" X 16.5" | 9112.9 in³



The savings

83%

Material
weight
reduction

78%

Volume
reduction

After



Lenox FFP packaging

13.3" X 10.5" X 10.8" | 1508.2 in³

Better packaging guidelines

On demand Packaging



No estoy en casa!





Logística inversa





gropo

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