

READYWRAP®

Pre-Wrapped Gift Boxes

E-Commerce

ReadyWrap (Shippable)

- Fold & Go – Pre-Wrapped Gift Box, Tissue & Bow
- Quick Wrap – Pre-Wrapped Box Only
- Shippable (Shrink Wrap or Protective Bag)

ReadyShip (Shippable)

- Ships Directly in Wrapped, Plain or Printed Box
- Shrink Wrap
- Protective Bag

ReadyGift

- Gift Item Paired with Fold & Go (Grab & Go)

E-Commerce Benefits

- Upsale (Additional Revenue Stream)
- Sell Singles or Sets
- Reduce Cost
- Eliminate Waste (Cost Benefit)
- Save Time (Folds in 30 Seconds or Less)
- Save Space (Ships & Stores Flat)
- Wrapping Services (Completes Shopping Experience)
- Replace Corrugated Boxes
- Create Customer Touchpoint
- Low Order Minimum (25 sets per case)
- Eco-Actual™ (Heals Environment)

Customers Benefits

- Completes Shopping Experience
- Save Time (Folds in 30 Seconds or Less)
- Save Space (Ships & Stores Flat)
- Eliminate Waste (Cost Benefit)
- Reusable (Saves Money & Time)
- Replaces Corrugated Box (Shipping Cost)
- Eco-Actual™ (Heals Environment)

Marketing Strategy

- Upsale pre-wrapped gift box in singles or sets (Fold & Go, or Quick Wrap)
- Upsale gift paired with Fold & Go (Grab & Go)
- ?, Don't offer wrapping services, now you can!
- ?, Offer wrapping services, now you can do it faster!
- Dropship (Ship direct to receiver)
- Replaces Corrugated Boxes
- Shift Consumer Thinking (Opt out of Corrugated, Opt in to Giftbox)
- Zero Waste Initiative
- Eco-Actual™