



Footwear Packaging

COMPREHENSIVE PERFORMANCE TESTING

Packaging used to transport footwear is critical for ensuring that product quality is not compromised during the journey from manufacturer to retailer and consumer. To date, there has been no standard testing method for footwear packaging.

SGS HAS DEVELOPED THE INDUSTRY'S FIRST COMPREHENSIVE TESTING METHOD FOR FOOTWEAR PACKAGING.

Brand owners and retailers are struggling to balance footwear packaging performance with cost and sustainability pressures. With shoeboxes now being used to display footwear at the point of sale and an increased volume in footwear e-commerce purchases, the industry is seeing more damaged shoeboxes. Our comprehensive testing protocol looks at the whole footwear package to assess its ability to fulfill these and other demands.

Footwear packaging often consists of the following components:

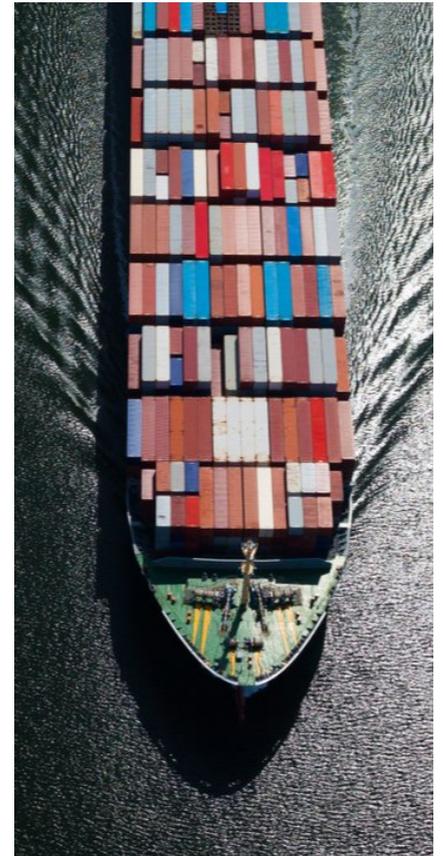
- Shoebox
- Tissue paper
- Toe filler
- Plastic or non-woven bags
- Corrugated shipping carton

The cardboard shoebox offers the optimal design for the manufacturer, transporter, retailer, and consumer. It provides physical protection, is easily stackable, is a relatively efficient use of space when shipping and can be used to display the product to the retail customer.

Ensure footwear survives storage and transportation.

Most footwear is manufactured in Asia and spends many weeks on container ships or in storage as it journeys to markets in Europe or North America. During this time, these products are subject to extremes of temperature and humidity, which may affect the integrity of the shoebox.

Footwear packaging must be capable of withstanding the physical rigors of transportation and the retail environment while retaining its color and appearance. It must also be free of potentially harmful chemicals and conform to regulatory requirements. This has become more critical as the volume of footwear e-commerce purchases increases. Footwear packaging must fulfill all of these requirements while still giving the purchaser the required box-opening-experience as was intended by the brand owner.



Consumers expect footwear purchased from retail outlets or e-commerce sites to be in the same condition as it was when it left the factory, they want footwear packaging to deliver the same box-opening-experience.



SGS FOOTWEAR PACKAGING SOLUTION

We have developed the industry's first comprehensive testing method for footwear packaging, covering the following areas:



Physical performance



Appearance, color fastness, color / print transfer



Sustainability



Chemical and regulatory requirements



Consumers & shoppability



ISTA transit testing

MANUFACTURING QUALITY

We can also ensure quality and consistency of packaging components by providing a Certificate of Analysis (COA). This validates the manufacturing process from raw materials through finishing and testing of the final package against performance specifications. Components are assessed at each step in the production process, compliance is evaluated, and corrective actions are taken if required.

CONSUMER PANELS

Our consumer panels evaluate whether your packaging will meet consumer expectations. With expert grading studies, it will offer you an insight into the opinions of the consumer, your product's positioning against competitors, and the consumer's reaction to the box-opening-experience.

TRANSIT TESTING

Utilizing our global network of fully accredited laboratories to test your footwear packaging against ISTA standards, we can help you to demonstrate to carriers that your packaging is of a sufficient standard to provide your products with the correct level of protection. It is also a clear demonstration that your packaging offers a greater level of protection than those of competitors who do not have the Transit Tested Certification Mark.

To ensure packaging is robust enough to protect the product during transportation our testing services include:

- Environmental (temperature extremes, UV etc.)
- Shock
- Vibration
- Compression

- Impact
- Moisture
- Forklift and clamping testing

This includes ISTA 6-Amazon and the Amazon FFP certification process.

WHY SGS?

From our unique global network of ISTA accredited test laboratories, we provide a comprehensive range of packaging testing services to help manufacturers and suppliers ensure their products are effectively protected during distribution.

CONTACT US

-  www.sgs.com/packaging
- www.sgs.com/istapackaging
-  consumer.products@sgs.com
-  www.sgs.com/linkedinconsumer



Box. Tested.

Makes no difference if it's big or small, if you're moving to a new home or just storing files for the office, if you're sending a gift to a friend down the street or on the other side of the world.

As the world's leader in inspection, verification, testing and certification, SGS helps to ensure that your cardboard boxes are robust and durable. In the end, it's only trusted because it's tested.

Trusted means *Tested.*