

Guide to

# Packaging



## Importance of Correct Packaging in Enhancing Customer Experience and Seller Benefits

- 1. Ensuring Product Integrity:** Proper packaging is crucial in protecting the product during transit. It ensures that items arrive in pristine condition, directly influencing customer satisfaction and reducing the likelihood of returns due to damage.
- 2. Brand Representation:** Packaging serves as a tangible representation of your brand in the customer's hands. High-quality, thoughtful packaging reinforces a positive brand image and can turn first-time buyers into loyal customers.

- 3. Efficiency and Cost-Effectiveness:** For sellers, effective packaging streamlines the shipping process, reduces material waste, and minimizes the costs associated with damaged goods and replacements. This efficiency is vital in maintaining profit margins and operational fluidity.
- 4. Environmental Responsibility:** Using sustainable packaging materials reflects well on both the marketplace and its sellers, appealing to the growing number of environmentally conscious consumers and contributing to a more sustainable global marketplace.
- 5. Customer Unboxing Experience:** The unboxing experience is a powerful moment of customer engagement. Exceptional packaging can enhance this experience, creating memorable moments that customers are eager to share through word-of-mouth and social media, thus amplifying brand reach organically.

By adhering to these packaging standards, sellers not only protect their products but also reinforce their brand's reputation, contributing to a superior customer experience that encourages repeat business and boosts seller credibility within the marketplace.

## Table of Contents

1. Box Packaging
2. How to Pack Fragile Items
3. How to Pack Liquid, Perishable & Hazardous/Flammable Items
4. How to Pack Bulky Items
5. How to Pack Non-Bulky Items
6. How to Pack Sharp Items
7. Packaging Violations
8. General Packaging Guidelines

# Box Packaging Guidelines

## Inside the Box:

1. Wrap products in Bubble Wrap 2-3 times.
2. Secure liquid containers with Shrink Wrap.
3. Use Brown Sheet Paper or Corrugated Paper for ceramic or glassware.
4. Ensure the box is sturdy and passes a 3-foot drop test as per XHAWI guidelines: one drop on each side and one drop on a corner. If it fails, over-boxing is required.

## Outside the Box:

1. Properly seal the top and bottom with Packing Tape.
2. Clearly paste the Airway Bill on top.
3. Add a Fragile if necessary.

## Materials Needed.

- Shrink Wrap, Bubble Wrap, Corrugated Paper, Brown Paper, Packaging Tape, Airway Bill, Fragile Sticker.



Shrink Wrap



Bubble Wrap



Packaging Tape



Corrugated Paper



AWB Box



Airway Bill

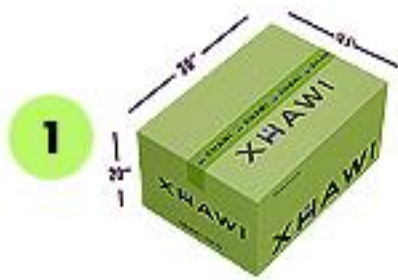


Brown Paper

# How to Pack Fragile Items

**Fragile items are products with a high risk of damage during delivery (e.g., drinking glasses)**

1. Fragile items like drinking glasses are at high risk of damage during delivery.
2. Choose the correct box size for your product.
3. Use Corrugated Paper inside the box to protect glassware and ceramics.
4. Fill gaps inside the box with extra paper.
5. Wrap products securely in Bubble Wrap.
6. Apply the XHAWI safety requirement: Bubble-wrapped products must pass a 5-drop test to ensure they survive transit.



## How to Pack Liquid, Perishable & Hazardous/Flammable Items

**To ensure safe and smooth delivery of liquid bottles or hazardous/flammable items, follow these guidelines:**

1. Secure the lids of liquid bottles or containers with Shrink Wrap.
2. Wrap the product securely in Bubble Wrap 2-3 times.
3. If using a box, include Corrugated Paper to prevent spillage.
4. Apply a Fragile sticker on the box.
5. For hazardous liquids, over-boxing with double-wall corrugated boxes is mandatory if they are in glass containers over 4.2 oz, per XHAWI's safety protocols.

1



2



3



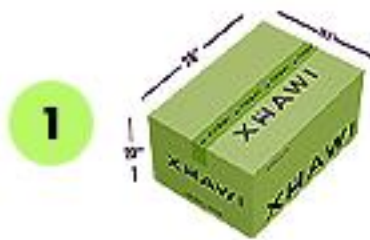
4



## How to Pack Bulky Items

**For bulky products like electronics, follow these packaging guidelines:**

1. Choose the correct box size for your product.
2. Use Corrugated Paper to protect products during delivery.
3. Fill empty spaces in the box with paper.
4. Shrink Wrap bulky product boxes.
5. Add a Fragile sticker on the box.



## How to Pack Non-Bulky Items



## Non-bulky items, such as jewelry or makeup products, require careful packaging. Follow these guidelines:

1. Use the correct size of Flyers.
2. Ensure the **Airway Bill** is correctly placed on the flyer flap.
3. If the non-bulky product is larger, use a **box** and include **Brown Sheet Paper** for added protection.



## How to Pack Sharp Items

### For sharp products like knives or scissors, follow these guidelines to ensure safe delivery:

1. Wrap the sharp items in Bubble Wrap 3-4 times.
2. Place the wrapped items in a box.
3. Ensure additional taping if necessary, as per XHAWI requirements to prevent packaging from opening or spilling.



## Packaging Violations

**If a seller fails to adhere to the correct packaging guidelines, their claims may be rejected. Avoid the following mistakes:**

1. Parcel not wrapped properly with missing Fragile stickers.
2. Bottles not packaged in Bubble Wrap or missing corrugated paper dividers.
3. Improper external packaging without a Fragile sticker.
4. Failure to adhere to these guidelines could lead to claim rejection.



## Packaging Violations



## Failure to follow proper packaging guidelines will result in claim rejections. Ensure your packaging does not exhibit the following issues:

1. Electronic devices packed in flyers.
2. Improper external packaging without a Fragile sticker.



## General Packaging Guidelines

1. **Boxed Units:** Must be six-sided and not collapse under medium pressure. If it fails, consider using tape, glue, or staples.
2. **Poly-Bagged Units:** Use transparent poly bags of at least 1.5 mils thickness. Ensure they are fully sealed and do not protrude more than 3 inches past the product dimensions.
3. **Over Boxing:** Required for items like sharp products and hazardous liquids that pose safety risks during shipping.
4. **Hanger Removal:** Ensure all regular-sized hangers are removed before packaging, except for mini-hangers on baby clothes.
5. **Marketing Materials:** Adding brochures, pamphlets or any other kind of promotional material inside a customer shipment is strictly prohibited.

## Own Packaging Material Policy

## General Guidelines:

- No contact/address details are to be mentioned on any packaging material.
- Reused flyers are not acceptable.
- Staple pins are not allowed on flyers or boxes.
- The product should not be visible through the packaging material.
- The product name should not be mentioned on the flyer or box.
- Ensure to paste Xhawi Stickers.

## Flyer Usage:

- Use plain flyers only with flyers ID/Serial Number on it.
- Use designated flyer sealing only. Do not use tape.
- Airway Bill: Must be taped and securely placed within the provided pocket on the flyer.
- Size Considerations:
  - Use flyers for non-bulky and small items according to their size.
  - For larger items, use a larger size flyer or pack them in a box.

## Box Usage:

- Transparent or Xhawi tape is to be used to seal boxes.

**Please note:** Failure to comply with these guidelines will result in your products not being accepted and shipped.

PACKAGING QUALITY & CONDITION	PACKAGING SIZE	SUPPLEMENTARY PACKAGING
 Should not be transparent	 Above 7" x 8" will be accepted	 Fragile products should have additional safe packaging (Ex: Dividers, Fillers)
 Low quality or transparent shopping bags will not be accepted	 Any packaging material smaller than 7" x 8" will not be accepted	 Incorrect supplementary packaging will not be accepted

Packages that do not align with our guidelines will be rejected immediately.

## Packaging pricelist:

Photo	Description	MoQ	Cost
	<b>Carton box</b>	<b>20 PC</b>	
	Size 226 X 160 X 102 MM	0	OMR 1.176
	Size 297 X 195 X 140 MM	0	OMR 1.776
	Size 347 X 267 X 144 MM	0	OMR 2.640
	Size 395 X 355 X 115 MM	0	OMR 3.648
	Size 535 X 432 X 115 MM	0	OMR 8.928
	Size 596 X 396 X 340 MM	0	OMR 12.528
	<b>Courier Bags</b>	<b>100 PC</b>	
	15 X 23+5 CM W/O HANDLE	0	OMR 1.913
	30 X 38+5 CM W/O HANDLE	0	OMR 1.705
	50 X 68+5 CM W/O HANDLE	0	OMR 1.663
	<b>Bubble courier bags</b>	<b>100 PC</b>	
	LDPE BUBBLE MAILERS, 19X17CM + 5CM FLAP	0	OMR 4.080
	LDPE BUBBLE MAILERS, 25X28CM + 5CM FLAP	0	OMR 5.880
	LDPE BUBBLE MAILERS, 35X48CM + 5CM FLAP	0	OMR 18.000

	<b>Tape</b>	<b>0</b>	
	BOPP TAPE, 48 MM 50 MICRON X 100 YARDS, 1 X 6	<b>6 PC</b>	OMR 4.506
	<b>Stickers</b>	<b>0</b>	
	Fragile Handle With Care 90x50mm	<b>250 PC</b>	OMR 3.623
	Label Print Roll 101x152mm Direct Thermal	<b>1000 PC</b>	OMR 6.232
	Xhawi brand sticker 11x50mm	<b>250 PC</b>	OMR 6.660
	Xhawi brand sticker 80x80mm	<b>250 PC</b>	OMR 7.920
	Xhawi Logo sticker Clear 35x50mm	<b>250 PC</b>	OMR 6.660
	Xhawi Logo sticker Clear 50x50mm	<b>250 PC</b>	OMR 6.660
	<b>Honey comb paper</b>	<b>0</b>	
	BUBBLE AIR WRAP W-1.5MTR X 38 YARDS-1ROL	<b>1 ROLL</b>	OMR 6.486
	KRAFT PAPER WRP HONEY COMB 38 CM X 50 METER	<b>1 ROLL</b>	OMR 8.150
	<b>Shopping Bag</b>	<b>0</b>	

	Paper bag brown 24X12X31 CM	<b>50 PC</b>	OMR 4.620
--	-----------------------------	--------------	-----------

By integrating these best practices, you can ensure your packaging meets safety standards and reduces the risk of product damage during shipment.