

Awareness Test

**This presentation WILL give you a leg up on
your next promotion...
...Or at least you will become an expert on
choosing the right thermal packaging
solution for your organization**

240,000,000,000

Today's Agenda

1. So many options
2. What do I need to know
3. Comparing apples to oranges

So many options



So many options



So many options

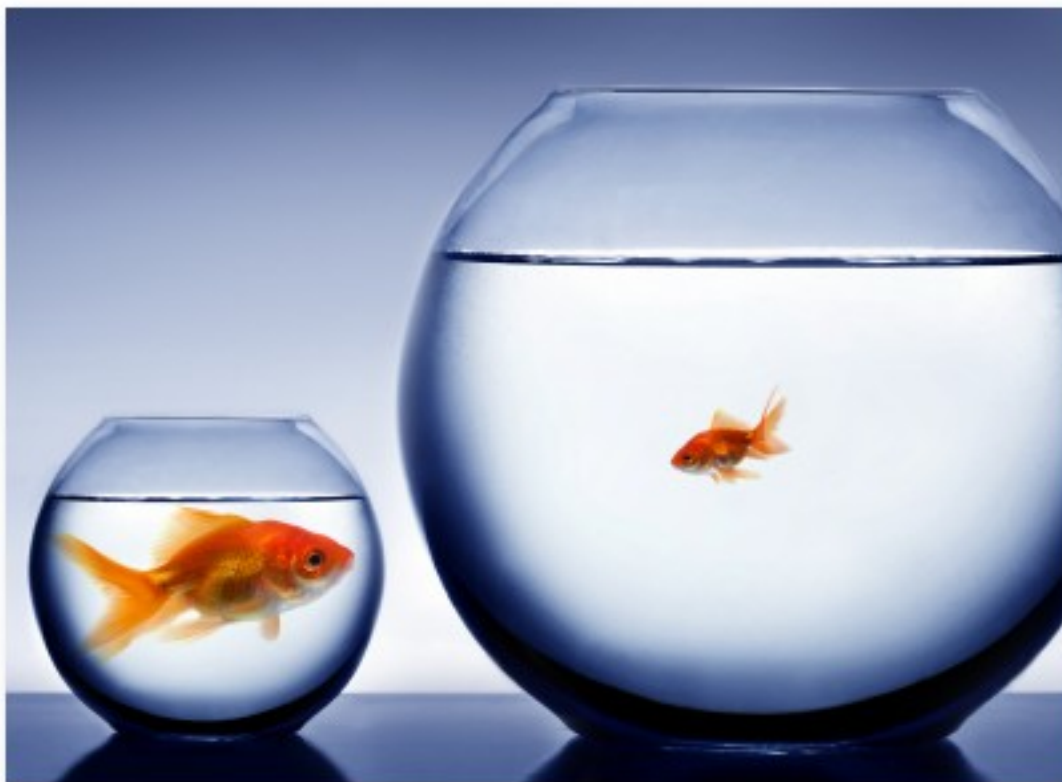
- Passive vs. Active
- Parcel vs. Pallet
- EPS vs. PUR vs. VIP
- Water vs. PCM

Today's Agenda

1. So many options
- 2. What do I need to know**
3. Comparing apples to oranges

What do I need to know

- Payload Size



What do I need to know

- **True Temperature**

2-8°C

0-10°C

2-25°C

...

What do I need to know

- **Duration**

Overnight

24 hours

48 hours

120 hours

...

What do I need to know

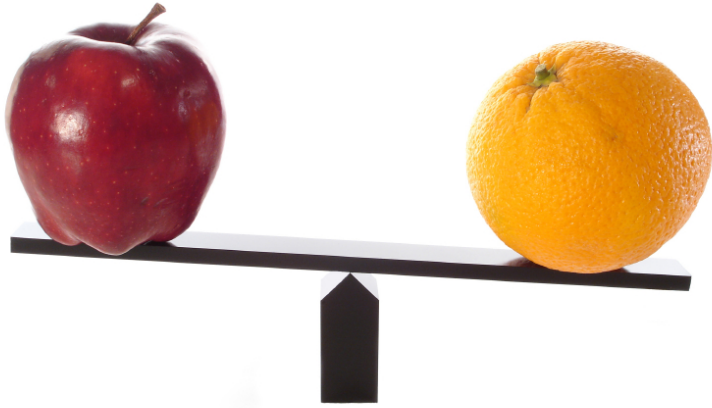
- Budget



Today's Agenda

1. So many options
2. What do I need to know
3. Comparing apples to oranges

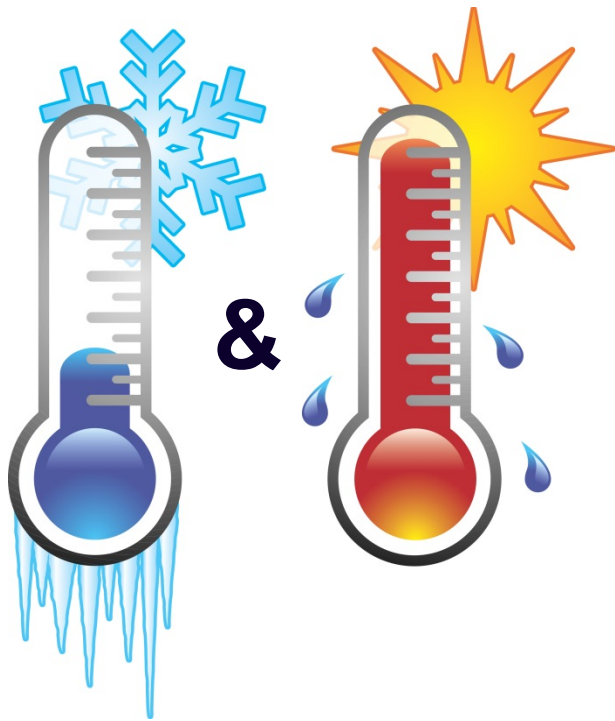
Comparing Apples to Oranges



Variables to Consider

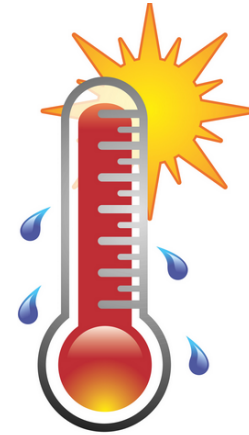
1. Seasonal vs Universal
2. Ambient Temperature Profile Tested
3. Product Load Tested

Comparing Apples to Oranges: Seasonality

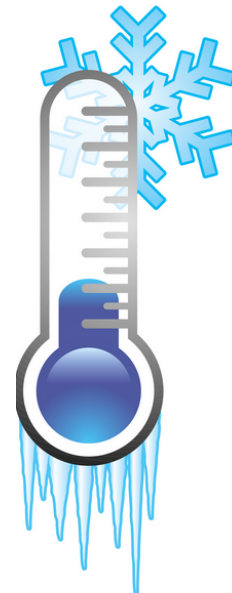


&

- Multi Day Domestic
- International Shipments

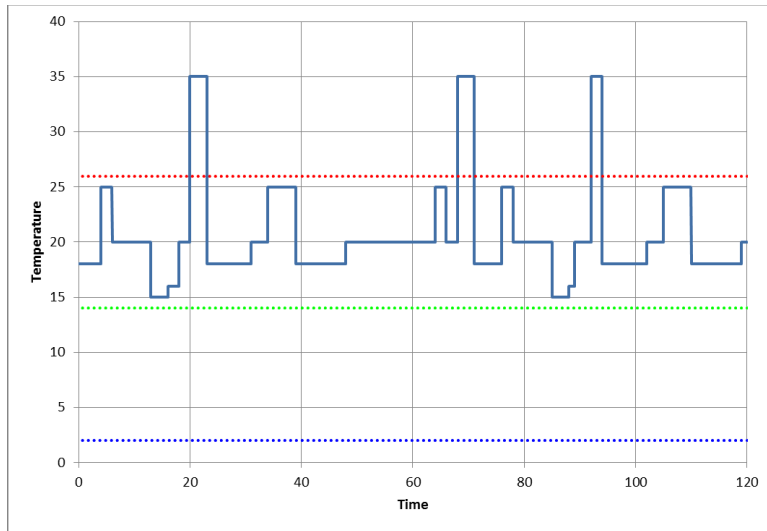


or

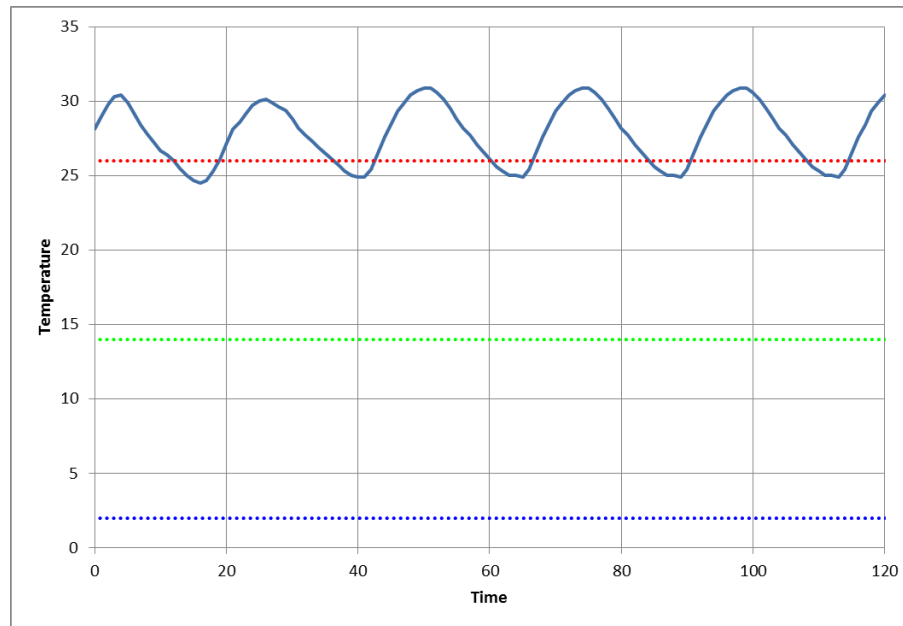
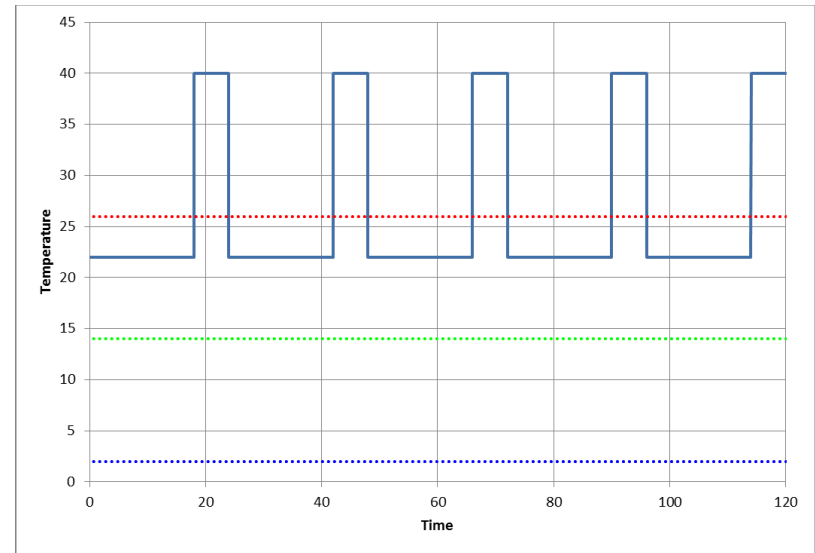


- Overnight Domestic
- Regional Shipments

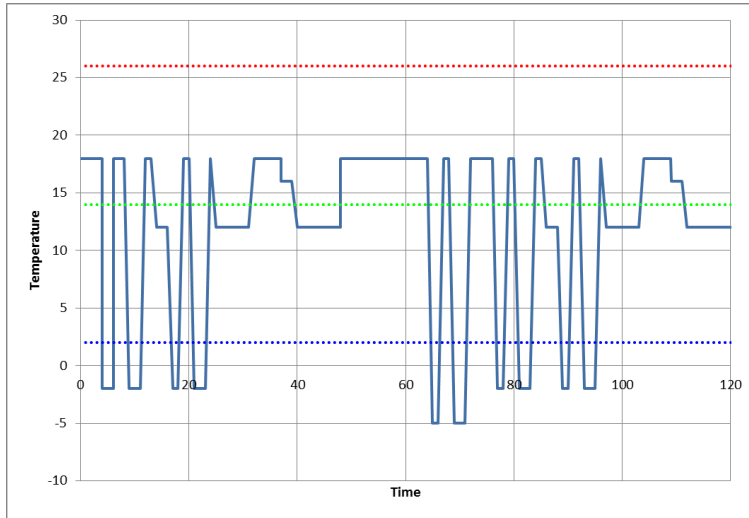
Comparing Apples to Oranges: Ambient Temperature Profile



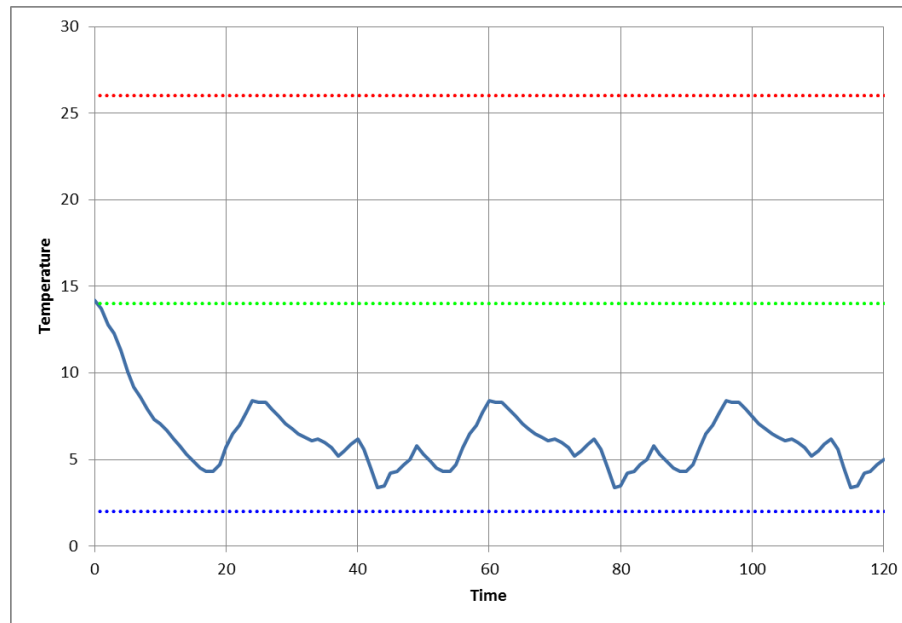
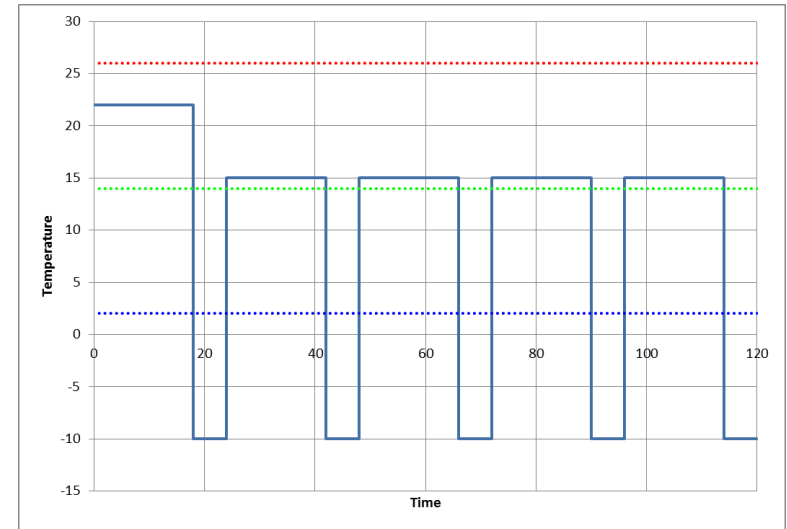
or



Comparing Apples to Oranges: Ambient Temperature Profile



or



Comparing Apples to Oranges: Ambient Temperature Profile



1. Rapid Fluctuation Above and Below Criteria
2. Winter Solutions Failing High
3. Profiles Designed Around Solutions
4. Marketing Red Flags

Comparing Apples to Oranges: Product Load

Robustness

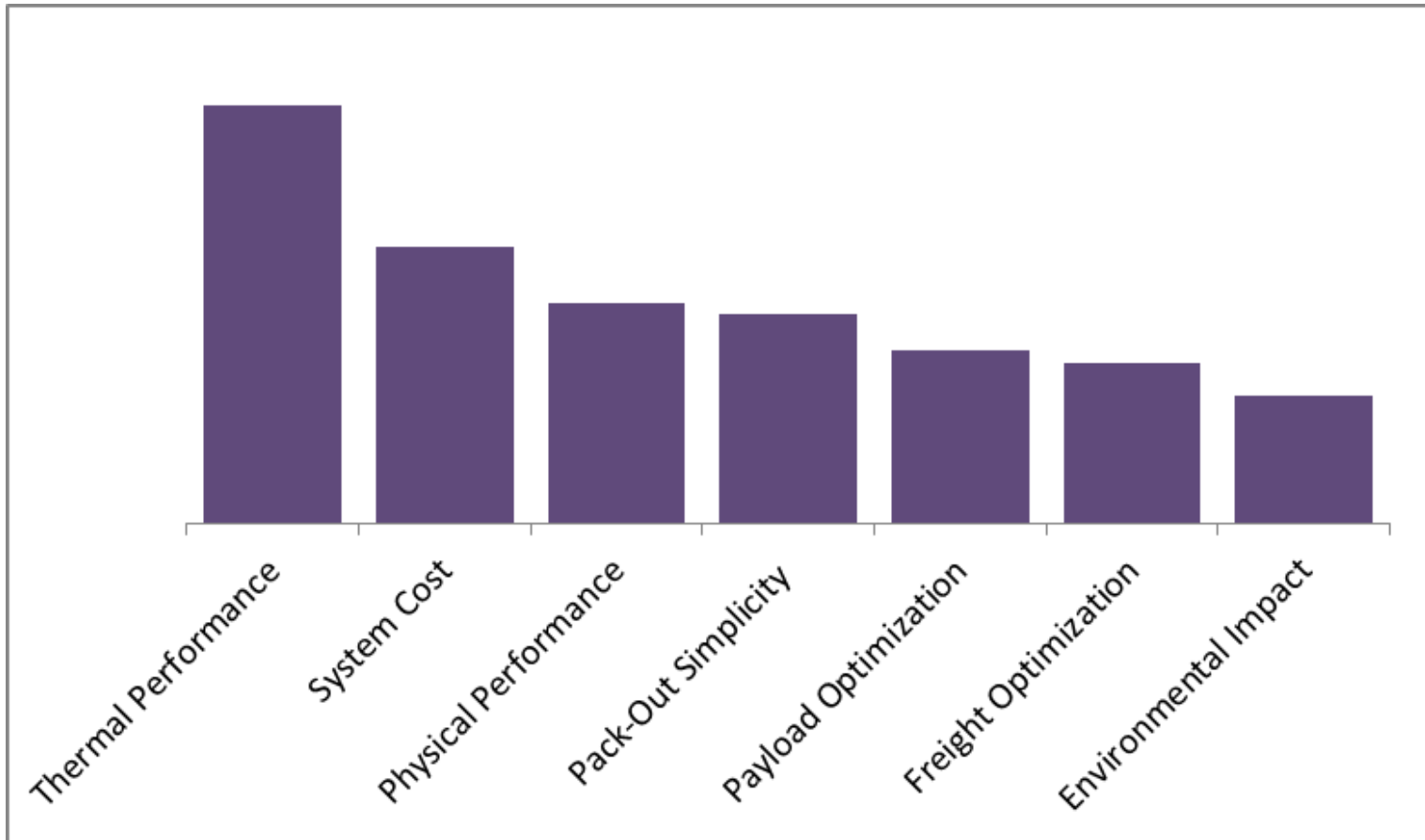


Today's Agenda

1. So many options
2. What do I need to know
3. Comparing apples to oranges

**So now you should ALL be experts in
selecting the appropriate thermal
packaging solutions for your organization...**

Industry Survey



Thank you!