

The Value of Tissue Paper in eCommerce

eCommerce brands looking to grab the emotion, attention, and long-term loyalty of customers should consider using branded tissue paper in their online order packaging, according to a recent study conducted by Package Insight at Clemson University. Here are all the advantages tissue paper can bring to your brand.



EMOTIONAL ATTACHMENT



BETTER RETENTION



HIGHER QUALITY



OVERALL VALUE



EMOTIONAL ATTACHMENT

The Package Insight study results revealed that study participants who received tissue paper packaging felt positive emotions and the highest amount of interaction time.

77%

of participants felt joy or surprise at the sight of branded tissue paper

8 OUT OF 10

participants reported that tissue paper packaging improved their experience

it took recipients
5 seconds

to experience a positive emotional reaction when interacting with tissue paper





BETTER RETENTION

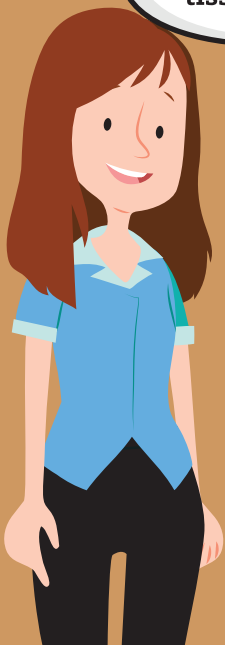
People are more apt to recommend and re-order from a brand that uses tissue paper as part of its packaging, according to the Package Insight study. A vast majority of respondents would be more likely to share a tissue-clad package on social media, as well.



ON A SCALE FROM 1-10,
respondents gave an
8 RATING

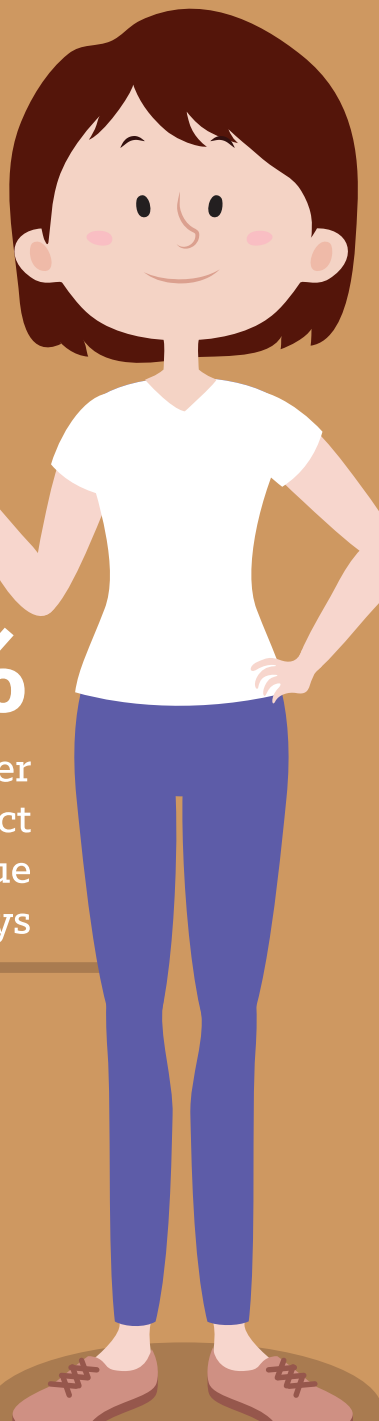
to recommend and re-order if its
package included tissue paper

You have
to check out
this custom
tissue paper!



2 OUT OF 3

respondents said they are
more likely to share a product
packaged in branded tissue
paper on social media



+40%

Respondents had 40% greater
recall of brand and product
when package includes tissue
paper vs. void fill after 90 days

76%

of respondents would be
more likely to recommend
a brand that wraps package
contents in tissue paper
(gives the impression that brand cares)

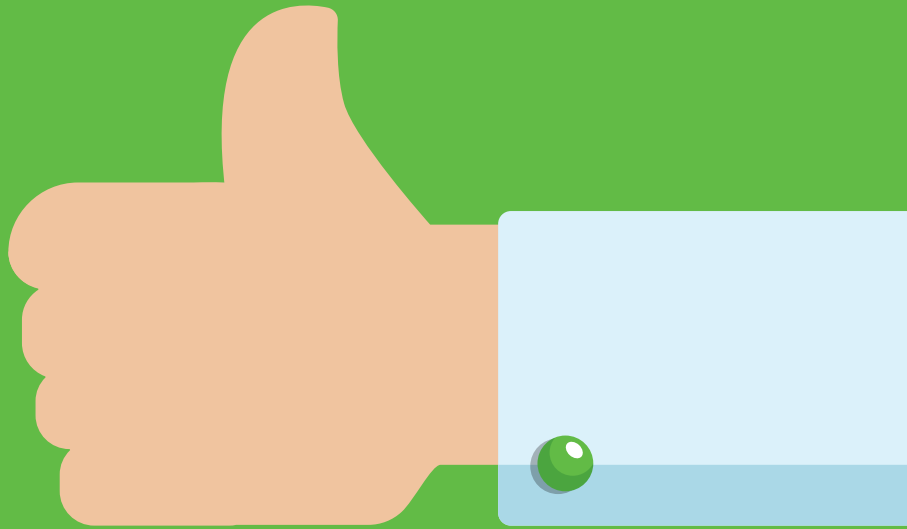


HIGHER QUALITY

Those who received packages with tissue paper expressed a higher overall experience while unboxing. A significant majority of those in void fill groups claimed that packaging had no impact on their experience.

86%

of participants reported that their impression of a brand was improved when packaged with branded tissue paper



Custom colors and branding available!



7.84

the average rating (from 1-10) of overall quality of tissue-wrapped items; higher than void fill rating

87%

of recipients rated their experience as greatly or somewhat improved when packaged with branded tissue paper

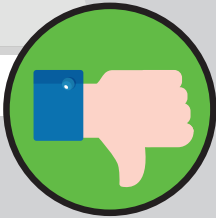
OVERALL VALUE

Participants in the Package Insight study believed the value of the packaging and overall experience was much higher if tissue paper was inside the box. That would make them more likely to send the item as a gift to friends or family.

Items wrapped in decorative tissue paper inside a package were valued

24% higher

than the same items in a package containing traditional void fill products



Branded tissue paper was emphasized as a positive factor **2X-4X** the amount of times that other packaging materials were

Learn More About eCommerce Tissue Paper

[Download the whitepaper](#)



The Power of Decorative Tissue Paper in eCommerce Packaging

Seaman Paper, in partnership with Package InSight, conducted a study of 120 Clemson University enthusiasts to determine if decorative tissue paper in eCommerce packaging creates a premium brand identity and memorable consumer experience.

Methodology

The study was multi-phased to determine:

Phase I – Emotional reactions during package opening via facial expressions, emotion tracking and immediate surveys

Phase II - Contact at either 30, 60, or 90 days past box opening to determine if participants' feelings might vary month(s) later. (*Hint: branded tissue paper is like fine wine – it gets better over time*).



Overall Findings

Since participants were recruited from the community surrounding Clemson University, the test “purchase” was specially curated to appeal to Clemson enthusiasts. Here’s what we found:

- Tissue-wrapped interior packaging led to a more positive emotional experience when participants opened their products.
- Recipients perceived product in branded tissue paper to be of higher quality.
- Recipients are more apt to reorder from eCommerce company.
- Respondents are more likely to recommend brands that use tissue paper to their friends and family.

To learn more about the study and how incorporating tissue paper and decorative additions into eCommerce packaging can benefit your brands on all fronts, visit www.seamanpaper.com.